Universidad Autónoma de Madrid

EL PROCESO DE DECISIÓN

DE COMPRA DEL CONSUMIDOR

DE CAFÉ DE COMERCIO JUSTO

TESIS DOCTORAL

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Madrid, 2020

Universidad Autónoma de Madrid

CONSUMER DECISION-MAKING PROCESSES BEHIND THE PURCHASE OF FAIRTRADE COFFEE

DOCTORAL THESIS

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Madrid, 2020

To Alexander

In Memoriam

The good life is one inspired by love and guided by knowledge.

Bertrand Russel

This doctoral thesis is dedicated to the memory of my beloved father, Sofronios Vamvakousis. I had the luck to be the only child of a very loving father, a mathematician with a deep interest in numbers and people, which is exactly what made him the best mathematics teacher I could ever have had. In fact, I think there are about a thousand, if not more, students of him that think the same. I remember my father´s bookshelf had several books from Bertrand Russel. He enjoyed talking to me about all what he liked to read and quite fondly about Russel´s philosophy. I think the above quote summarises my father´s attitude to life in the best possible way.

Thanks to his love, devotion to me and numbers, I was introduced to simple mathematical functions before I even went to primary school. We used to spend time "playing" with numbers, while listening to his favourite LPs. A lover of Greek and world music, I owe much of my music taste to him…well we didn´t always agree on everything, but he always said that parents and children not agreeing is actually quite healthy!

When we were not busy learning mathematics, we would talk about cosmology, astronomy, or philosophy. Shortly before my father passed, I had started the PhD, of which he was very proud. Ironically, few months before he passed, he had finished his masters on the pedagogy of mathematics, which he had postponed until when I finish my masters. Thirsty for knowledge and personal development as he always was, he was contemplating how he could make best of use of it to the benefit of more children, and that only five years before going to pension. I think he was still flirting with the idea to write a doctoral thesis at 60 years of age, something he always wanted to do, but always left behind, as he was working hard to support his family and make sure I get a "proper" education.

As none of us were particularly big fans of statistics, having realised that at some point statistics will be required for my Ph.D., I asked him: “what will I do when this point comes?” he responded stoically as he always did, when he was facing intellectual challenges: “well, we have to see when that time comes”, inspiring me strength and confidence to take the challenge, no matter what the possible hurdles along the way would be.

The first three years of my doctoral research went by with me not worrying about statistics, but missing my father more than words can describe. In the middle of the fourth year, I started brushing up statistics and thanked my father for passing me on his laid-back attitude towards all things intellectual and inspiring me to experience learning as fun.

This attitude has helped me carry through this challenging experience of moving abroad, working on a full-time job with a lot of travelling, meeting the love of my life, organising a wedding, perfecting my German and learning enough Spanish to feel that Spain is a home to me, much like Greece, England and Germany, and on top of this complete a doctoral thesis in around 6 years! Thank you, father. Perhaps it´s your name, which means “he who uses reason”, that helped guide us in our lives.

Thanks

This doctoral thesis would not have been possible without the kindness and warm-heartedness of two amazing people that I have had the luck to have by my side along this way. Dr. Mónica Gómez-Suárez as my doctoral guardian angel and my husband Dr. Alexander Kossmann, my soulmate and partner in life. I can find very few words to describe the gratitude I feel to both for the immense amounts of understanding and patience, allowing me my dream of writing a PhD to come to life, on top of my professional responsibilities and a life to live! Without their kindness both in words and in deeds, this thesis would have never been possible.

A special mention and huge thanks is also owed to Dr. Maggie Geuens, who kindly invited me to the University of Ghent for an academic exchange and through supporting words and practical tips made a critically important contribution to my doctoral thesis, as it stands today. A very open and inspiring person, whom I had the luck to meet, just at the right point in time.

Thanks also goes to my mother Despina Deligiannidou, who, like my father, passed me on quite a lot of tips that made learning fun. Early on she said to me that the answers to all mathematical or any problems lie in their formulation, inspiring me confidence never to fear intellectual challenges or any challenges! To her I also owe my questioning mind, which gives trouble to family, friends and colleagues! My friend Sonja Babic for generously offering her English language skills and love to detail for proof-reading the final manuscript. My two colleagues at Fairtrade, Lisa Herrmann and Jenna Heysters, for being the absolute best team-mates that I could have ever wished for. Last but not least, to the rest of my family, my friends and colleagues have been great support and inspiration in this time and always. Each one of you has inspired my life and thinking in ways that you may never have imagined.

Abstract

This doctoral thesis examines the consumer decision-making behind purchases of Fairtrade products, coffee in particular. Fairtrade consumerism has been gaining ground in the agendas of many consumers, businesses, and governments for its promise of a brighter future through the consumption of goods with added primarily social, but also environmental value. The consumption of Fairtrade products has grown exponentially in the last few years. Nevertheless, there is still potential for further market growth, as the global market share of Fairtrade coffee, the oldest and best-known Fairtrade product, still remains low at around 3%. Although in self-reported surveys often the majority consumers claim that they purchase ethically, ethical purchases remain in the minority in most consumers´ baskets. This phenomenon is known as the ethical purchasing or words-deeds gap. The thesis comprises a systematic literature review with the aim to identify relevant contributions in the period 2010-2020. 3,425 papers have been identified in three leading databases. Out of the 3,425 papers, 43 were pertinent. A code book was developed in a taxonomic approach using the software ATLAS.ti. Thematic areas and inter-construct relationships were identified. Following the systematic literature review, an empirical study based on series of semi-structured interviews with Fairtrade marketing practitioners followed. The aim was to identify areas of further research, proposed by the experts. As a result, two theories: Dual Attitudes Theory and Construal-level Theory could offer interesting insights to the ethical purchasing gap. ^They underpinned the development of the second empirical study, which comprised an experiment with an adaptation of the Implicit Association Test and a survey on explicit attitudes. The participants´ attitudes were tested in a first session, before the exposure to two different stimuli (high or low-level construal) and directly after the exposure, and in a second session two weeks later, aiming to capture both short and long-term effects of the exposure. Implicit attitudes remain stable in all three points in time, despite exposure to stimuli. The average difference of purchase intentions following exposure to the stimuli was as expected positive for low-level construal and negative for high-level construal. Explicit attitudes were not

influenced by the exposure to the stimuli. No correlation was found between purchase intentions and implicit or explicit attitudes. The final part of the manuscript is devoted to draw some theoretical and managerial implications derived from the results. Limitations and future research areas serve to state a starting point for consumers' decision process on Fairtrade products, especially those aspects related to both attitudes and purchase intentions.

Resumen

En esta tesis doctoral se analiza la toma de decisiones de los consumidores sobre compras de productos de comercio justo, específicamente café. El consumo de productos de comercio justo ha ido ganando terreno en las compras de muchos consumidores, así como en las ventas de empresas y las directrices de los gobiernos debido a su promesa de oferta de un futuro mejor mediante el consumo de bienes con un valor no solo de tipo social, sino también ambiental. Aunque ha crecido exponencialmente en los últimos años, todavía hay potencial para un mayor crecimiento del mercado, ya que su participación en el mercado global de café, siendo esta categoría la más antigua y conocida en este tipo de productos, sigue siendo baja, alrededor del 3%. Aunque en las encuestas auto-administradas a menudo la mayoría de los consumidores afirman que compran productos éticos, este tipo de compra sigue siendo minoritaria, teniendo escasa representación en la mayoría de las cestas de la compra. Este fenómeno se conoce como brecha compra ética o de palabras-hechos. La tesis comprende una revisión sistemática de la literatura con el objetivo de identificar contribuciones relevantes en el período 2010-2020. Para ello, se han registrado 3.425 artículos en tres bases de datos bibliográficas relevantes. De los 3.425 artículos, 43 resultaron pertinentes y adecuados para ser incluidos en la revisión. Mediante un enfoque taxonómico, se desarrolló un libro de códigos al que se aplicó mediante el software informático ATLAS.ti. Gracias a esta aplicación, se identificaron diferentes áreas temáticas y relaciones inter-constructo. Estos resultados se confrontaron mediante un estudio empírico basado en una serie de entrevistas con profesionales del marketing de comercio justo. El objetivo de las entrevistas semiestructuradas fue identificar áreas de investigación adicional, propuestas por expertos en la materia, en concreto, profesionales de organizaciones de comercio justo. Tanto la revisión sistemática de la literatura cómo las entrevistas demostraron que dos teorías: las Teoría de las Actitudes Duales y la Teoría del Nivel de Interpretación, podrían ofrecer ideas interesantes sobre la brecha de compra ética. Ambas sustentaron el desarrollo de la segunda parte empírica, basada en un experimento construido a partir de una adaptación del Test de

Asociación Implícita y en una encuesta sobre actitudes explícitas. Las actitudes implícitas y explícitas de los participantes se obtuvieron en una primera sesión antes de la exposición a dos estímulos diferentes (interpretación de alto o bajo nivel) y directamente después de la exposición, y posteriormente, en una segunda sesión dos semanas después. El objetivo era capturar los efectos a corto y largo plazo de la exposición a los estímulos. Los resultados obtenidos muestran que las actitudes implícitas se mantenían estables en los tres momentos del tiempo. La diferencia promedio en las intenciones de compra después de la exposición a los estímulos fue, como se esperaba, positiva para la interpretación de bajo nivel y negativa para la interpretación de alto nivel. Las actitudes explícitas no fueron influidas por la exposición a los estímulos. Además, no encontró correlación entre las intenciones de compra y actitudes implícitas o explícitas. La última parte de la tesis se dedica a exponer determinadas implicaciones teóricas y en la gestión derivadas de los resultados. Además, se incluyen las limitaciones del estudio, que suponen un punto de partida para futuras investigaciones sobre el proceso de decisión de compra de productos de comercio justo, especialmente en relación a las actitudes e intenciones de compra hacia este tipo de productos.

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1. Introduction

1.1 Objectives & Scope

The objective of this doctoral thesis is to identify the underpinnings of consumer decision-making for Fairtrade coffee. Based on social psychology, consumer behaviour and general marketing literature, this thesis intends to offer insights for marketing practitioners promoting fairly traded coffee.

The main aim of the research is to illuminate the decision-making processes related to ethical consumerism. Therefore, the specific objectives of this study are:

- To understand the role of ethical consumerism and how fair trade is contributing to sustainability.
- To conduct an extensive, systematic literature review and identify gaps in literature related to this subject
- To apply suitable analytical methods, both qualitative and quantitative, in order to understand how the decision-making process behind purchasing Fairtrade products works.
- To identify gaps between research and research needs of the practitioners.
- To test how the exposure to high and low-level construal information influences explicit and implicit attitudes, and purchase intentions both short and long-term.
- To propose new areas of research with a focus on Fairtrade coffee.

1.2 Contribution

This piece of research is highly relevant for corporations operating in the "ethical" scene, such as b-corporations, social enterprises and similar businesses, it is important to consider that they still compete in a capitalist market against conventional corporations and that their audience, the consumers, are accustomed to specific patterns of interaction with the brands or retailers, through various marketing tools. Thus, to gain the attention of consumers, it is proposed that the sustainable corporations need to use the same means that the conventional corporations use in order to reach their audiences and motivate the necessary behavioural change.

1.3 Methodology

To address the research objectives, a systematic literature review was conducted to assess the current state of knowledge in the field. A key-word search was conducted in three large databases: Scopus, SpringerLink and ScienceDirect.

- Science Direct: includes 29 marketing journals
- Scopus: includes 198 marketing journals and "indexes content from 24,600 active titles and 5,000 publishers" (Elsevier, 2019)
- Springer Link: 19 marketing journals in English

The research followed three criteria: articles published in English, between 2010 and 2018, in refereed journals. Further to the systematic literature review, all pertinent articles were imported into ATLAS.ti for further thematic analysis. Firstly, CiteScore Metrics 2017 was consulted to derive a list of peer-reviewed marketing publications. 142 journals were identified under the Scopus sub-subject area Marketing (ASJC Code 1406). Two areas of research were identified that had not previously been used in the research of Fairtrade coffee consumerism: dual attitudes and construal-level theories.

Further to this literature review, a qualitative research was conducted to complement the insights from the literature. The qualitative research comprised interviewing eight Fairtrade experts from four different Fairtrade organisations and higher levels of seniority. The objective of the qualitative research was to identify gaps between research and research needs of the practitioners. The analysis of the eight interviews was conducted through ATLAS.ti ("ATLAS.ti: The Qualitative Data Analysis & Research Software" n.d.).

Then, as the two aforementioned theories can complement each other (Amit & Greene, 2012; Körner & Volk, 2014), it was decided to combine both in a three-stage experiment in two sessions. For the experiment the Implicit Association Test was utilised (Greenwald, McGhee, & Schwartz, 1998), which ran on the online version of Inquisit software, and a survey on Qualtrics.

1.4 Thesis Layout

The thesis is organised as follows: firstly, the results of the systematic literature review are presented. The systematic literature review identifies and presents the current status of research in the academic literature on the purchase of Fairtrade products and suggests possible future research. This is followed and complemented by qualitative research on the research needs of marketing practitioners, who work for different Fairtrade organisations. The aim of this piece of research has been to help shape the research agenda of this doctoral thesis, but also as a basis for other academic research. Finally, the empirical part following the gaps in research identified in the previous two parts is based on a survey, combined with an experiment and highlights the decision-making for Fairtrade coffee on the basis of the theories of dual attitudes and construal-level theory.

2. Ethical consumerism

2.1 Definition of Ethical Consumerism

Consumption is of immense political significance, because of its economic role and impact on the environment, but also on the people who are on the production end of the supply chain, animals and natural resources more generally. Therefore, consumption has been a centrepiece of the public discourse across the world as early as the mid fifteenth century (Warde, 2017, p. 1).

The understanding of consumption and consumers has evolved in the last few years from definitions of mass consumerism to the realm of political or ethical consumerism. Thus the citizen-consumer notion came to add the dimension of consumer-politics on the consumption discourse, departing from the notion of consumption as “the product of commercialized mass media” (Shah, Friedland, Wells, Kim, & Rojas, 2012, p. 8) with the consumers being the victims of advertisers serving the profit-maximising interests of manufacturers (Graeber, 2011, p. 489). Consumer demand was written off as an artificial creation of the forces of capitalist markets (Graeber, 2011, p. 490). The consumer is no longer seen as a passive recipient of marketing activities of manufacturers, but rather as an active agent, consuming in a process of enjoying life and thus attaching meaning to their consumption. In the realm of political consumerism, the consumer not only attempts to find meaning in their consumption choices, but also actively seeks to induce societal change through her consumption and respective product choices.

Several scientific disciplines have studied consumption in its multiple dimensions, including the works as early as Max Weber (1980), Georg Simmel (Andorfer, 2013) and Marx (Marx et al., 2008), all of which date from late 19th to the beginning of 20th century. Consumption has been viewed as a purchase in the realm of economics and examined through statistical records of household expenditure, revealing patterns of consumption. The traditional view of the economy according to Adam Smith postulates that economics is the science which deals with the allocation of scarce resources. This view limits itself to a simple allocation of resources, rather than incorporating societal factors. According to Carlos Ballesteros (Ballesteros, 2017), economics should be understood as a science of coexistence, allowing societies not only to survive and function, but to thrive. Psychology has studied the underlying motives to consumption acts, while the study of consumer behaviour puts together the topics of investigation of these two disciplines with the objective to offer managerial insights (Warde, 2017, p. 2). Consumption has been related to diverse sociological concepts such as (Andorfer, 2013, p. 425): identity, social status and class, lifestyles, rationalisation processes and collective action.

2.2 The impact of Consumption

Nowadays, with increased consumption levels in the developed and newly industrialised countries, it is widely understood that the existing patterns of consumption are in many cases negatively impacting society at large (Pereira Heath & Chatzidakis 2012), leading to the depletion of natural resources, pollution, conditions of slavery for thousands of workers, wages that are far beyond the level of poverty, to name but a few (Carrington, Zwick, & Neville, 2016). The sustainable production of food, energy, chemicals and more generally materials is the major challenge facing modern societies and future generations. The reliance on fossil fuels did lead to prosperity and economic growth. Its legacy is, however, quite heavy both in environmental, as in socio-political terms (Sillanpää & Ncibi, 2017).

The link between the industrial burning of coal and an increase in atmospheric carbon dioxide (CO_2) was first detected by a Swedish physicist, Swante Arrhenius (1859-1925). It took over 75 years for physicists, chemists and meteorologists to meet in Austria and discuss the issue, alongside global environmental change, flagging the start of the scientisation of the issue. The politicisation of the issue started in 1988 when the US Reagan Administration put the issue on the table of the G-7 Meeting in Toronto (Spring, Brauch, Oswald, & Bennett, 2016). The link between CO_2 and climate change is indisputable. What is most alarming is that the rate of the increase of CO_2 has been steadily increasing (Spring et al., 2016). Some of the effects of climate change will be an increase of the surface temperature, heat waves appearing more often and lasting longer, while extreme precipitation events will become more intense. The ocean will continue to warm and acidify and the global sea level will rise (Spring et al., 2016). Climate change is therefore an imminent threat for all natural and human systems.

In many countries, deteriorating climate conditions make agriculture in many regions almost impossible. Farmers thus decide to migrate within their countries or also internationally, causing large flows of migration (Spring et al., 2016). Climate mitigation strategies are urgently required in order for farmers´ income, but also for nutrition to be safeguarded to prevent these large flows of migration. The immense pressure on prices does not always allow producers to invest in their future, both in terms of crop diversification or climate mitigation strategies, but also in providing themselves and their children with education and the necessary skills to cultivate more efficiently and with higher climate resilience. When prices are under stress, many farmers feel the need to engage the younger members of their families in production, rather than allowing them to go to school.

The gap between the rich and the poor keeps widening and in many countries it is at its highest in 30 years (OECD, 2015, pp. 3, 15). Shockingly, 85% of the world´s poor live in rural areas (Alkire, Chatterjee, Conconi, Suman, & Vaz, 2014). Ironically, many of those who produce our food find it hard to feed themselves or their families. Moreover, income inequality does not only have social and political implications, but seen through a conventional macroeconomics´ point of view, it is also known to drag down GDP growth (OECD, 2015, p. 3), due to decreased access to quality education, which in turn implies large amounts of wasted potential and lower social mobility (OECD, 2015, pp. 3, 15). Due to income inequality trust in institutions falls, while the social fabric frays. This is especially dangerous, as it can lead to societal struggle, often scaling up to armed conflict. The gender gap continues to hinder development in many countries. In Africa, for example, the participation of women in the job market is 16,6 points lower than that of men, with women being badly paid and often occupying precarious positions (Moreno-Gavara & Jiménez-Zarco, 2019).

Fairtrade and other organisations operating in the area of ethical or sustainable consumption and focusing on the Global South, seeks to remedy this trend by working to guarantee that the minimum price paid mainly for agricultural as well as other produce covers the minimum costs of production, but also through the Fairtrade Premium, communities are provided with a sum of money, which they are free to invest in their communities in the best way they see fit, further to democratic processes (FLO (Fairtrade Labelling Organizations International), 2018). There are several other initiatives working towards a reduction of income inequality. What is, however, unique to Fairtrade is that it seeks to remedy the issues within the system, rather than outside it. Therefore, it offers consumers ways of staying in the market, while at the same time reducing income inequalities for the weakest along the supply chain.

It stands beyond doubt that by continuing to do “business as usual”, the future of this world is not only uncertain, but bleak in the face of natural catastrophes, destruction of livelihoods for thousands of people and natural habitats for thousands of species, growing income inequalities and stagnating growth. Part of the great change that is required lies within private consumption, which has been identified in the literature as “the mother of all evils” when it comes to environmental damage (Barbarossa & De Pelsmacker, 2016).

2.3 Sustainability & Ethical Consumerism

Sustainability is based on the notion that there are finite resources on earth (Jones, Clarke-Hill, Comfort, & Hillier, 2008), while there are probably infinite wishes on the part of the consuming population to be met. The challenge is therefore to make sure that needs are met, without compromising the future for the generations to come. Some definitions of sustainability go as far as to imply notions of equitability in meeting human needs. The link between sustainability and consumption patterns is indeed very strong, as our patterns of consumption do not only impact the world now, but also have a bearing on the future. Luchs et al. (2011, p. 1) define sustainable consumption as “consumption that simultaneously optimizes the environmental, social, and economic consequences of consumption in order to meet the needs of both current and future generations”.

Ethical consumerism is another expression of sustainable consumption in that it explicitly involves the understanding of the political dimensions of the actions of the consuming individual and as such the terms “ethical” and “sustainable” or “green consumption” will be used interchangeably in this piece of research. A typical example of ethical consumption is purchasing fair trade products under one of the many certification labels, such as Fairtrade, or organic products, such as Bioland or Demeter. Moreover, the emergence of the solidary economy is another expression of consumers attempting to attach meaning and cause societal change through the consumption.

The importance of “meaningful” consumption, rather than consumption, which is compulsive, is a point made by Henrich Fromm. He asserts that the homo consumens attempts through her consumption to compensate the inner emptiness, boredom, passivity, loneliness or anxiety (Ballesteros, 2018). In this "vicious" consumption the consumer attempts to attach meaning to her life through consumption, whereas in the paradigm of ethical consumerism she attempts to attach meaning to her consumption, by virtuous choices.

Ethical consumption has experienced a considerable growth in terms of market value in the last few years and has become more relevant as public awareness of the human, ecological and environmental costs of consumption has increased. Ethical consumerism issues are related to animal welfare, the environment or the working conditions and human rights of those producing the goods (Shaw, Grehan, Shiu, Hassan, & Thomson, 2005). Similar is the growth of the solidary economy and its expansion to several sectors, such as energy or telecommunications (Ballesteros, 2017).

By purchasing ethical products, consumers can "painlessly and almost effortlessly create social and political change" (Low & Davenport, 2007), in contrast to the traditional, highly politicised programmes of action of the past. The conceptualisation of economic democracy seemingly connects the citizen and the consumer; Riach, "the current incarnation of ethical consumption has given primacy to individual decision-making, and places ethical consumption squarely 'in the market' as opposed to 'within and against the market" (Low & Davenport, 2007). This view is also echoed in Shaw & Riach, who assert that equating ethical consumption with anti-consumption leads to a "nihilistic reading and fails to uncover the tensions" of those consumers who want to be ethical and stay within the market (2011). Barnett et al. (2005) propose that the individual consumes as part of a process of moral self-realisation in possession of "either knowledge about the consequences of spatially extended processes, or the reflexive self-knowledge required to construct or reconstruct personal identity".

Through consumer choice, individuals can enact their political or moral concerns and thus simultaneously construct themselves as ethical "selves" (Varul, 2009). The ethical "self" influences purchases, but the purchase act itself also becomes a medium through which consumers can construct or maintain their ethical selves.

Although a large number of consumers identify themselves as ethical or sustainable, the value of "ethical" products in the basket is much lower than the number of consumers who describe themselves as caring for sustainability issues (Carrington, Neville, & Whitwell, 2010; Carrington et al., 2016). Belz and Peattie (2009 in Caruana et al. 2015) assert that the most consistent finding of this research is that consumers claim to have ethical or green considerations, however when shopping, a great majority of those who claim to do so, do not purchase products according to their ethical or green attributes. 29% of consumers questioned in 2014 in the UK answered that they tend to agree with the statement “I try to buy products from companies that try to act in an ethical way, even if it means spending more” (Ipsos, 2014), however in the retail food sector only 8.5% of purchases are considered to be ethical in 2015 (Defra, 2015).

The success of initiatives such as Fairtrade, the proliferation of labelling institutions, and retailers’ own sustainability programmes are reflections of this new trend (Adams & Raisborough, 2010). With its rapid growth in recent years, ethical consumption has attracted the attention of academics, practitioners and policy-makers (Adams & Raisborough, 2010; Bray, Johns, & Kilburn, 2011; Carrier, 2010; Carrington, Neville, & Whitwell, 2014; Hassan, Shiu, & Shaw, 2016; Long & Murray, 2013). As the ethical consumer movement is growing (The Nielsen Company 2014; Fairtrade International 2015a; Carrigan & Pelsmacker 2009), an understanding of the underpinnings of human behaviour and purchase practices of the ethical products will become increasingly relevant for academics and practitioners.

This thesis´ proposal is in line with the notion of circular economy. Prior to this conception, the environment was thought of as the disposal place for everything produced and used (Pearce, David W. & Turner, 1990), totally disregarding the first law of thermodynamics, which states that energy and matter remain constant in a closed system. The current capitalist system is therefore criticised in that it naively assumes that the output is produced by capital and labour, and does not take into account that in this process also waste is produced or other externalities emerge (Shmelev, 2017, p. 50).

Corporations need to find novel ways to create shared value that truly benefits the communities they operate in and “reconnect company success with social progress” (Porter & Kramer, 2011, p. 4). Continued growth is possible in a resource-scarce world and within a circular economy (Hobson & Lynch, 2016), however economic growth needs to be understood and measured in radically different terms.

Some scholars have identified marketing and sustainability as conflicting concepts (Carrington et al., 2016), as marketing is about selling more, while sustainability is about consuming less.

In fact, corporate social marketing has been criticised as in effect its objective is to increase brand value, exactly as in commercial marketing (Hastings, 2016). However, our position is that conventional marketing techniques are still relevant for businesses operating sustainable in order to shift the demand of consumers into more sustainable patterns of consumption and also educate consumers to downshift their consumption.

2.4 The Structure of the Fairtrade System

Fair trade developed as a movement in the post-second-world war era as an attempt to reverse global income inequality in the post-colonial era (Bakker, van Dijk, & Wicherts, 2012). As farmers faced and continue to face increased income volatility, the adverse effects of climate change and an immense push on prices, several certification schemes emerged to remedy this. Through certification schemes, such as Fairtrade, farmers have access to a more stable income, pre-financing to secure the smooth-running of their operations, or also as a help to their communities, receive training and other support to organise their communities democratically, but also to increase the productivity of their businesses sustainably. This helps increase their yields, while respecting the environment and natural resources.

Max Havelaar was the first fair trade label launched in 1989 in the Netherlands, as collaboration between a Dutch non-governmental organisation (NGO) and a Mexican cooperative. The objective, in accordance to the current business model of Fairtrade, was to extend market access to the cooperative by listing its coffee not only in alternative retail outlets, but also in traditional trade outlets to change the traditional power patterns in trade relationships (Huybrechts & Reed, 2010, p. 147). Several other national initiatives sprung in the coming years in countries in the north, 17 of which joined in 1997 to create the Fair Labelling Organizations International (Huybrechts & Reed, 2010, p. 147). The governance structure has since been updated to include a 50% membership of the farmers themselves, thus being a partnership among equals ("Fairtrade International (FLO): Board & General Assembly" n.d.).

The Fairtrade System comprises of 1.8 Million farmers and plantation workers, organised in 1,707 producer organisations in 73 countries and territories worldwide. More than 35,000 products are certified Fairtrade with a sales value of over 9.8 Billion Euro in 2017.

Fairtrade coffee has been the first widely known Fairtrade product in the world. Fair Trade aims secure humane minimum prices for producers to enable them, their families and their communities to thrive outside of the frequently exploitative practices in world trade. It is, therefore, contributing to the achievement of several of the United Nations Sustainability Development Goals (SDGs). Fairtrade International identifies Goal 1 "End poverty in all its forms everywhere" as central to Fairtrade´s mission. Furthermore, several other goals are addressed through the work of Fairtrade (2, 5, 8, 12, 13, 16 and 17) ("Fairtrade & SDGs" n.d.). Fairtrade does not only concentrate on monetary benefits or stable financing patterns for the farmers and plantation workers but goes beyond that to address several aspects of social and environmental sustainability. More specifically, Fairtrade addresses issues such as gender equality, inclusive, sustainable economic growth, combating climate change, ensuring sustainable consumption and production patterns, promotion of peaceful and inclusive societies and strengthening the global partnership for sustainable development.

The contribution of the Fairtrade Premium to the different SDGs has been captured by Fairtrade International in the following two charts (Figure 2-1 & Figure 2-2). The first one depicts the Fairtrade Premium use in small-scale producer organisations, while the second one depicts the situation in plantations with hired labour. Zero hunger was by far the largest field, while no poverty came second, both accounting for 87% of the Fairtrade Premium.

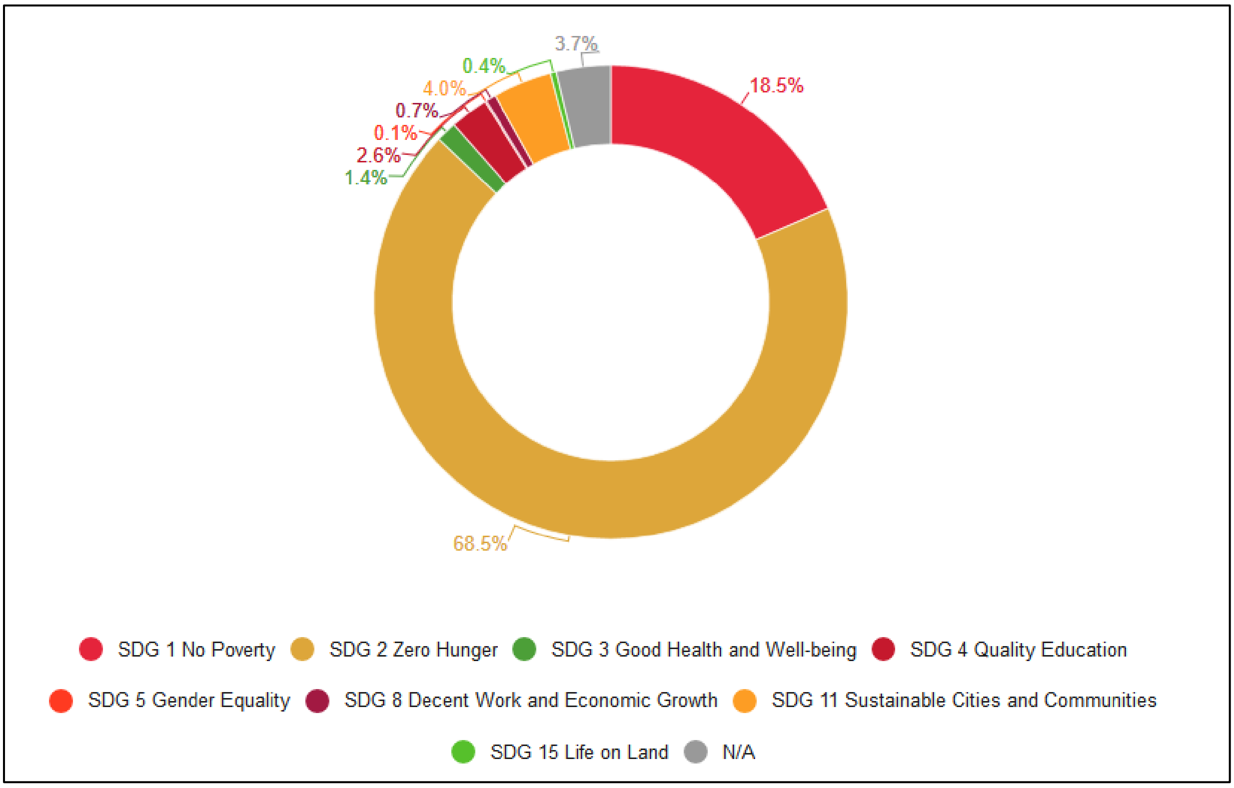

Figure 2-1 Fairtrade Premium Usage in relation to the SDGs – Small-Scale Organisations 2016/2017

Source: "Fairtrade production overview", accessed 05.10.2020

For the plantation workers in hired labour organisations the greatest part of the Fairtrade Premium was used for Decent Work and Economic Growth.

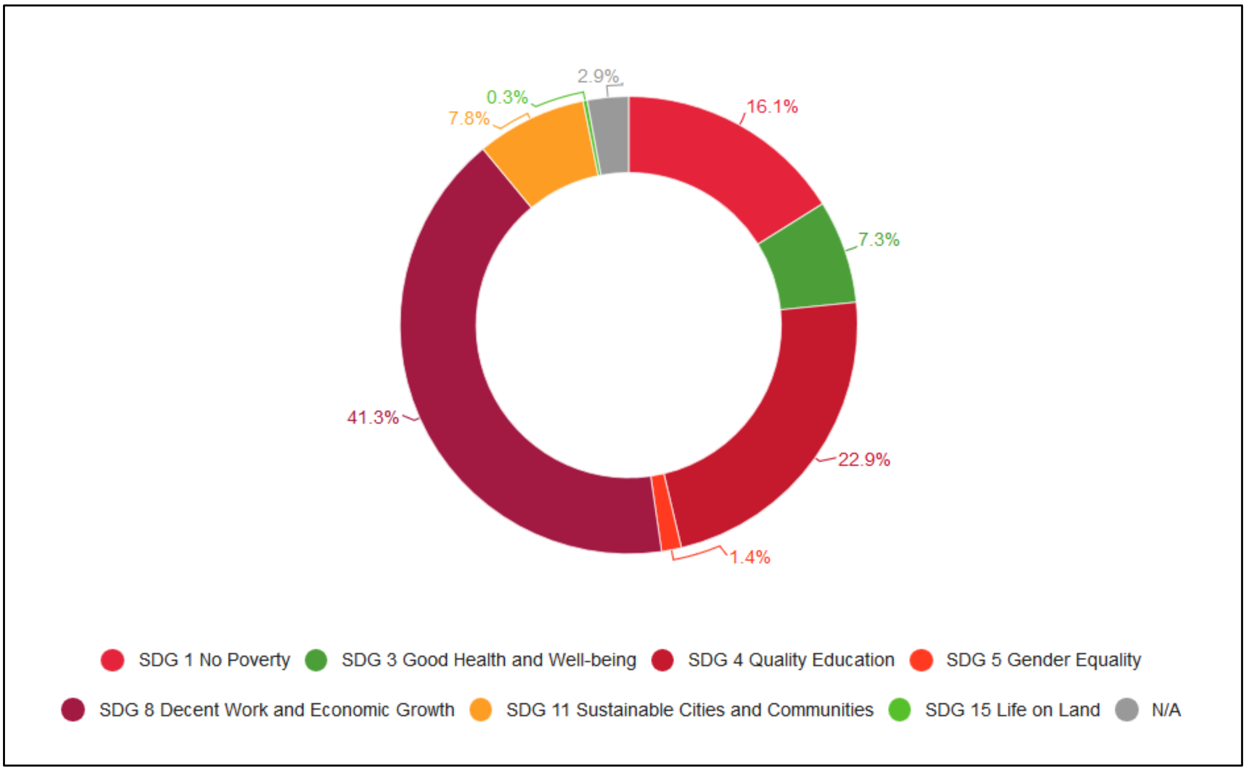

Figure 2-2 Fairtrade Premium Usage in relation to the SDGs – Hire Labour Organisations 2016/2017

Source: "Fairtrade production overview", accessed 05.10.2020

2.5 The market for Fairtrade products

The market for Fairtrade products has almost doubled between 2012 and 2018 (Figure 2-3). In order to support the Fairtrade objective which is that Fairtrade communities receive a fair price for the produce and at the same time sustainably grow, Fairtrade Standards for each product have been developed. For the formulation several aspects of socio-economic development are taken into account, such as for example the living income in each of the producing countries.

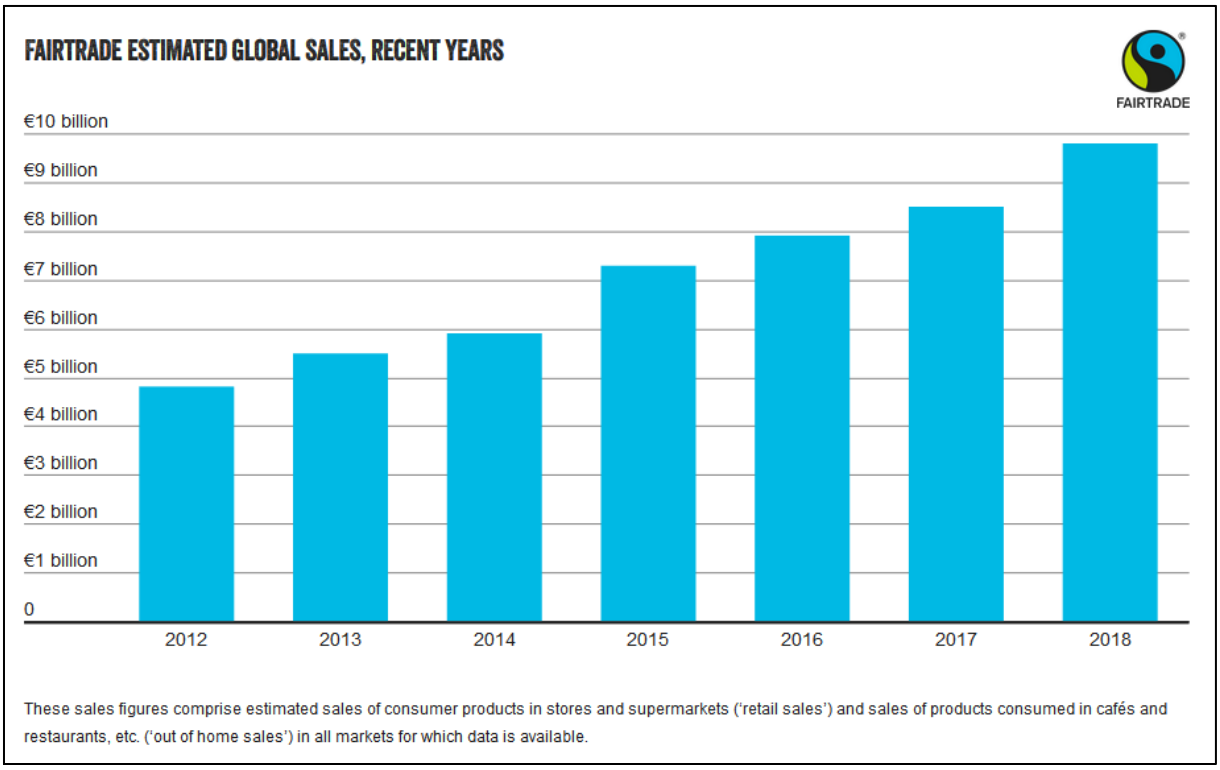

Figure 2-3 Fairtrade Estimated Global Sales 2012-2018

Source: "Fairtrade global sales overview", accessed 05.10.2020

The key objectives of the Fairtrade Standards are:

1. ensure that producers receive prices above their average costs of sustainable production,
2. provide an additional Fairtrade Premium which can be invested in projects that enhance socio-economic and environmental development,
3. enable pre-financing for producers who require it
4. facilitate long-term trading partnerships and enable greater producer control over the trading process
5. set clear core and development criteria to ensure that the conditions of production and trade of all Fairtrade certified products are both socially and economically fair as well as environmentally responsible ("Fairtrade Standards -," n.d.)

Although the Fairtrade Standards exist for around 200 products, not all of them are equally successful in the marketplace. In 2018 the following seven products accounted for roughly 90% of the Fairtrade Premium (Table 2-1).

Product	Volume	Unit	Premium earned
Coffee (Green bean)	207,158	MT[1]	76.4 million
Cocoa (Cocoa bean)	260,628	MT	44.4 million
Bananas	686,603	MT	32.2 million
Sugar (Cane sugar)	199,517	MT	10.7 million
Flowers and plants	825,197	1,000 items	6.7 million
Tea (Camellia sinensis)	9,864	MT	4.7 million
Cotton (Cotton lint)	10,172	MT	1.4 million

Table 2-1 Sales of the top seven Fairtrade Products

Source: "Fairtrade production overview", accessed 05.10.2020

2.6 Fair Trade Coffee

The focus of this thesis is Fairtrade coffee, for two reasons. Firstly, it is the best known and oldest fairly traded product. Secondly, coffee is the second most valuable commodity after petroleum in the global market (Loureiro & Lotade, 2005). Around the world, 25 millions of small-scale coffee farmers produce 70-80% of the world´s coffee ("Fairtrade International (FLO): Coffee" n.d.), and depend on it as their main income source.

In 2018, when the latest data is available, 604 Fairtrade organisations employing 758.400 farmers produced 745.500 MT of coffee, 207.600 (27%) of which were sold under Fairtrade terms ("Fairtrade International (FLO): Coffee" n.d.). This demonstrates the potential that farmers have to earn a fair price for their produce, if market access in the global North improves. Hence the importance of marketing strategy to this end. The three countries, which produce the most coffee under the Fairtrade system are Peru, Honduras and Colombia.

Fairtrade has grown globally, including in Spain. However the market shares for coffee, the oldest, most widely distributed and most recognised product, remain low at just over 3% in 2017 ("Coffee - worldwide | Statista Market Forecast" n.d.; "Fairtrade International (FLO):

[1] MT stands for Metric Tonnes

Annual Reports," n.d.). The objective of this dissertation is therefore to contribute to the further understanding of the ethical purchasing gap and the possible barriers to the purchase of Fairtrade coffee, the largest Fairtrade product, by consumers in Spain.

3. Systematic literature review

3.1 Background to the Systematic Literature Review

In order to systematically research extant literature, capture all outcome factors that contribute to the ethical purchasing gap and identify gaps in research, a systematic literature review was conducted. The aim of a systematic literature review is to collate all relevant pieces of research, which fit pre-specified eligibility criteria (Moher et al., 2015). In contrast to simple literature reviews this method minimises bias in the collection and assessment of relevance of the contributions. According to Moher et al (2015) systematic literature reviews exhibit the following characteristics:

i) a clearly stated set of objectives with an explicit, reproducible methodology,
ii) a systematic search that attempts to identify all studies that would meet the eligibility criteria,
iii) an assessment of the validity of the findings of the included studies (e.g., assessment of risk of bias and confidence in cumulative estimates),
iv) systematic presentation, and synthesis, of the characteristics and findings of the included studies.

The Checklist stemming from the PRISMA Statement (Moher et al., 2015) provides detailed instructions as to how systematic literature reviews should be done and which type of information and how it should be documented. This guide has been consulted and used in this part of the doctoral thesis.

Several combinations of keywords were used to ensure that no seminal contributions were omitted, thus minimising the risk of bias. As our research objective was to identify factors that contribute to the consumer decision-making for fair trade products, following keywords were used:

1. "fairtrade" OR "fair trade" AND “shopper experience”
2. "fairtrade" OR "fair trade" AND “customer experience”
3. "fairtrade" OR "fair trade" AND “multi-channel”
4. "fairtrade" OR "fair trade" AND “consumer experience”
5. "fairtrade" OR "fair trade" AND “implicit attitudes”
6. "fairtrade" OR "fair trade" AND “nudge”
7. “fairtrade” OR “fair trade” NEAR “purchase”

In the case of the seventh combination, the Boolean operator NEAR instead of AND was intentionally used, as the objective was to search for articles that are particularly related to fair trade purchases and not simply articles that mention both words.

For the choice of databases, CiteScore Metrics 2017 was consulted to derive a list of peer-reviewed marketing publications.

142 journals under the Scopus sub-subject area Marketing were identified (ASJC Code 1406). Suitable databases were sought to access those journals, the following three databases were chosen:

- Science Direct: includes 29 marketing journals
- Scopus: includes 198 marketing journals according to its website it “indexes content from 24,600 active titles and 5,000 publishers which is rigorously vetted and selected by an independent review board, and uses a rich underlying metadata architecture to connect people, published ideas and institutions” (Elsevier, 2019)
- Springer Link: 19 marketing journals in English (Kossmann & Gómez-Suárez, 2019)

The following eligibility criteria have been met by all articles in the final list:

1. Year of publication: 2010-2020[2]
2. English-language publications
3. Publications in peer-reviewed journals

[2] The search for 2019 and 2020 articles was done between the 3rd and 6th of October, 2020, therefore omissions in 2020 may be possible.

The time frame 2010-2020 was chosen in order to present state-of the art research in the area of Fairtrade consumerism. Conscious of possible omissions, it has been decided to only review English-language publications, to ensure that double-blind review among research team members is possible. Finally, as a quality measure it was decided to only search for publications in peer-reviewed journals.

3.2 Study Selection

Having applied the eligibility criteria, the search for the abovementioned keyword combinations in the three databases of choice was conducted. The resulting articles of each search were downloaded and saved in separate folders, according to their source, date of download and keyword combination in the reference management system Mendeley ("Mendeley - Reference Management Software and Researcher Network," n.d.). The contents of each folder were exported to the free reference management system JabRef ("JabRef" n.d.) through which spreadsheets in Microsoft Excel were created with the basic information about each article. The following columns were part of this step:

- Author
- Article Title
- Journal
- Year of Publication
- Volume
- Number
- Month
- URL
- Book title
- Chapter
- Edition
- Series
- Editor
- Publisher

Firstly, all duplicates were removed. Thereafter, all titles were scanned and where appropriate abstracts to check if the articles provide evidence for the research objective. This resulted in a preliminary list of 198 articles. Those articles have been read in full to derive the final list. For the above described process the guidelines proposed in PRISMA statement have been used (Moher et al., 2015). The results of our search can be summarised in the following framework (Figure 3-1).

All pertinent articles were exported to a separate Mendeley folder to facilitate the thematic analysis. Tags were attached to articles as a first taxonomic step. The final list of articles together with their key attributes (see above) and tags was again exported to Excel. Finally the articles were imported to the qualitative data analysis and research software ATLAS.ti ("ATLAS.ti: The Qualitative Data Analysis & Research Software" n.d.).

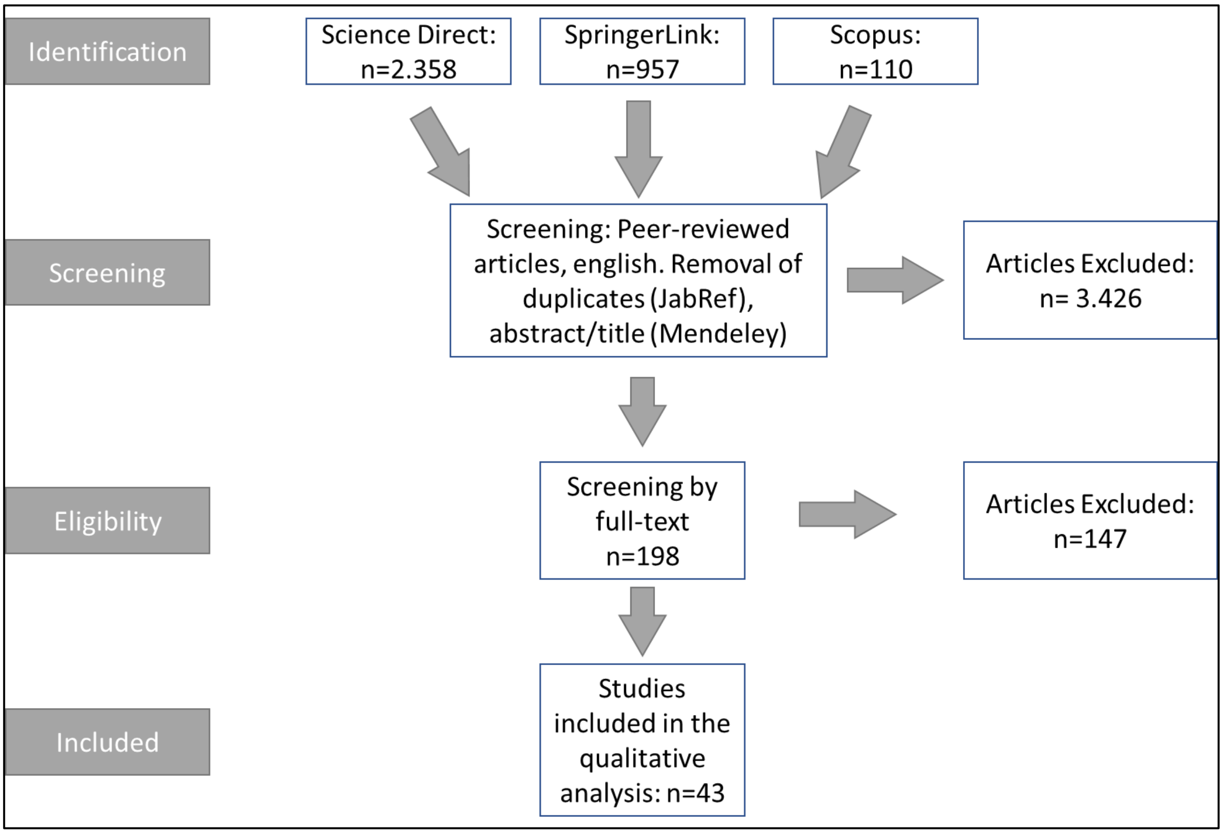

Figure 3-1 Selection Process

Based on Malhotra´s seminal handbook (2010) a codebook was developed and used for the classification of the research methods used in the literature. Codes were grouped into the following categories (Table 3-1):

Code Groups
Causal Research Design
Conclusive Research Design
Continent
Country
Descriptive Research
Exploratory Research Design
Observation
Observation by Mode of Administration
Qualitative Research Procedures
Quantitative Data Analysis
Research Design
Research Methodologies
Sample Size
Sampling Method
Secondary Data
Survey
Syndicated Sources: Household Data
Theoretical Approach
Year of Publication

Table 3-1 Code Groups

A simplified form of PICOS (Liberati et al., 2009) as part of PRISMA was adapted to the needs of marketing research for the analysis, which followed (Kossmann & Gómez-Suárez, 2019). PICOS stands for Participants, Interventions, Comparators, Outcomes, and Study design. In all articles we searched for the above items. This framework has been mainly developed for clinical studies where interventions are a key part of the research. In marketing there are in many cases no interventions in a strictly clinical sense, where a part of the population is a control group and another one exposed to the treatment. As a result, “interventions” were dropped from our analysis.

3.3 Studies´ Characteristics

Table 3-2 shows the method of collecting the data for each of the papers in the final list. Three papers were theoretical and 40 empirical. 82% of the articles employed quantitative methods in the period 2010 to 2020, while only 2 employed mixed methods.

Research Method	Number of Articles	Authors
Empirical: Quantitative	36	Akaichi et al. (2016), Antonetti et al. (2018); Antonetti et al. (2014);Beldad & Hegner (2018), Bondy & Talwar (2011), Bosbach & Wanda Maietta (2019) Bratanova et al. (2015), Chatzidakis et al. (2016), Doran (2010), Doran & Natale (2011), Fennis et al. (2011), Friedrichsen & Engelmann (2017), Govind et al. (2017), Herédia et al. (2017), Kim et al. (2020), Kim et al. (2010), Kimura et al. (2012), Konuk (2019), Ladhari & Tchetgna (2015), Langen (2011), Lappeman et al. (2019) Lee et al. 2015), Lindenmeier et al. (2017), Lingnau et al. (2019) Ota et al. (2019), Peyer et al. (2017), Rees et al. (2019), Rousseau (2015), Sama et al. (2018), Schenk (2019), Schuldt et al. 2012), Tang et al. (2016), Van Loo et al. (2015), Yoganathan et al. (2018), Young & McCoy (2016), Zerbini et al. (2019)
Empirical: Qualitative	2	Gillani et al. (2019), Longo et al. (2019)
Mixed Methods	2	Long & Murray (2013), O´Connor et al. (2017)
Theoretical: Other	2	Balineau& Dufeu (2010), Ballet & Carimentrand (2010)
Theoretical: Systematic literature review	1	Samoggia & Riedel (2018)
Grand Total	**43**	

Table 3-2 Number of Articles per Research Method

Most articles employed conclusive, causal research design (48%) with conclusive, descriptive research design coming second (27%). Some of the articles employed more than one research design (See Table 3-3).

Research Design	Number of Articles	% of Articles
Conclusive: Causal Research	20	48%
Conclusive: Causal Research, Conclusive: Descriptive	3	7%
Conclusive: Descriptive	12	27%
Conclusive: Descriptive, Exploratory	2	5%
Exploratory	3	7%
Theoretical: Other	2	5%
Theoretical: Systematic literature review	1	2%
Grand Total	**43**	**100%**

Table 3-3 Number of Articles per Research Design

In the period 2010-2020 43 articles were published (Figure 3-2). There has been an increase in the number of published articles between 2017 and 2019. The lower number of articles in 2020 could also be influenced by the fact that the article search took place in October and only already published and not "in press" articles have been taken into consideration.

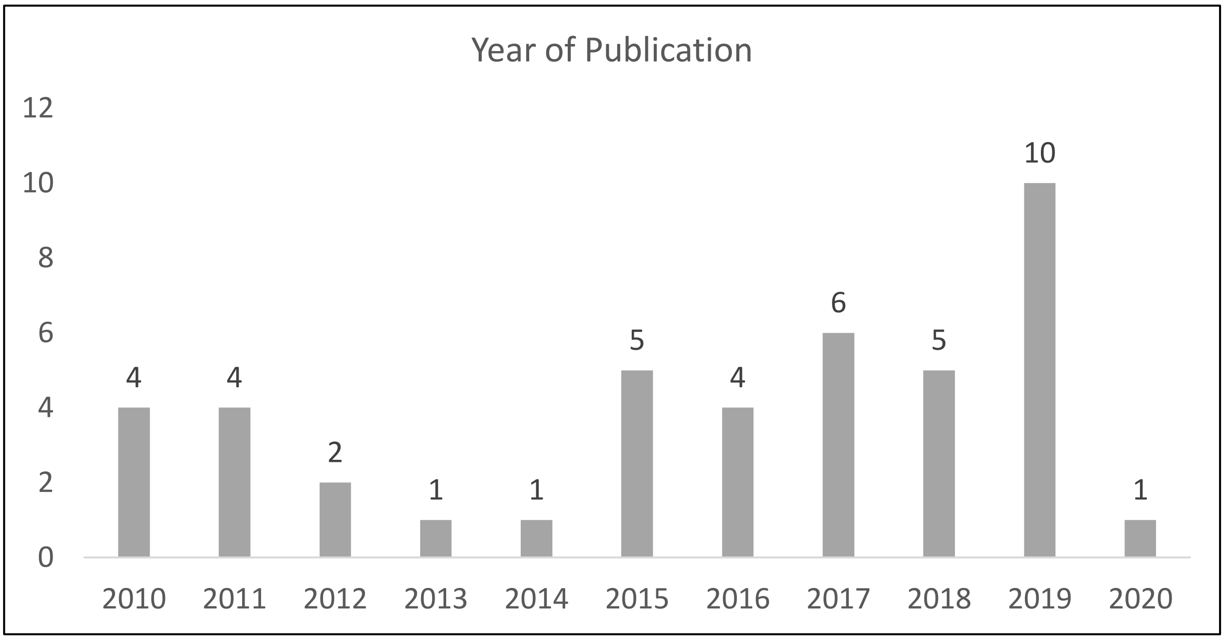

Figure 3-2 Number of Articles published per Year

Most articles (12) were published in the Journal of Business Ethics, while Food Quality and Preference ranked second with 6 articles (Table 3-4).

Publication Outlet	**Number of Articles**	**Contribution**
Appetite	2	5%
Asian Journal of Sustainability and Social Responsibility	1	2%
Ecological Economics	3	7%
European Economic Review	1	2%
Food Quality and Preference	6	14%
Food Research International	2	5%
Journal of Agricultural and Environmental Ethics	2	5%
Journal of Business Ethics	12	28%
Journal of Business Research	3	7%
Journal of Cleaner Production	3	7%
Journal of Consumer Policy	2	5%
Journal of Consumer Psychology	1	2%
Journal of Macromarketing	1	2%
Journal of Management Control	1	2%
Journal of Retailing	1	2%
Journal of Retailing and Consumer Services	1	2%
Social Psychological and Personality Science	1	2%
Grand Total	**43**	**100%**

Table 3-4 Number of Articles per Outlet

The empirical research in these papers took place mainly in the countries specified in Table 3-5. Although the fair trade movement is not that established in North America as in Western Europe, 29% of the samples are from the USA and Canada, while 28 (55%) samples in the empirical research are from European countries. This may also be related to the fact that some researchers have used online panels, such as MTurk, whose panels often sit in the United States.

Continent	Country	Grand Total
Asia	China	1
	Japan	2
	South Korea	1
	India	1
	Turkey	1
	Total	**6**
Australia	Australia	1
	Total	**1**
Europe	Belgium	2
	Denmark	1
	Finland	1
	France	1
	Germany	5
	Greece	1
	Italy	3
	Netherlands	3
	Portugal	1
	Spain	1
	Sweden	1
	Switzerland	1
	UK	7
	Total	**28**
North America	Canada	2
	USA	12
	Total	**14**
Africa	South Africa	1
	Total	**1**
Grand Total		**50**[3]

Table 3-5 Number of Articles per Country

3.4 Thematic Review

Further to careful review of the articles, their focal points were identified and structured following a taxonomic approach (See Appendix P). Furthermore, all factors contributing to the

[3] In some of the 43 articles research was conducted in more than one countries, explaining the discrepancy between the total number of countries were research was conducted and total number of articles.

decision-making process behind purchases of fair trade products were identified. As a result of the content analysis, the articles were classified into the following four main thematic areas: values, willingness to pay, labels and certification, Theory of Planned Behaviour and Theory of Reasoned Action. Other secondary thematic areas include guilt & pride, dual attitudes, religion and demographics.

Following the content analysis, a network analysis in ATLAS.ti was carried out. In the figure in Appendix A the different colours signify the different thematic areas of the codes. Purple-coloured codes refer to those referring to Schwartz´s Values, coloured blue are those related to dual attitudes, orange to price or willingness to pay, while red to religious factors. We marked factors relating to labels and certification yellow, while turquoise marked factors relating to the Theory of Reasoned Action (TRA) or Theory of Planned Behaviour (TPB). Finally, green are those factors relating to guilt. All other factors which did not belong to a wider theoretical or thematic framework were intentionally left white. This network has been then broken down to several ones, each for each thematic area in order to facilitate further, more detailed analysis. Moreover, a simplified version of this network is presented below Figure 3-3.

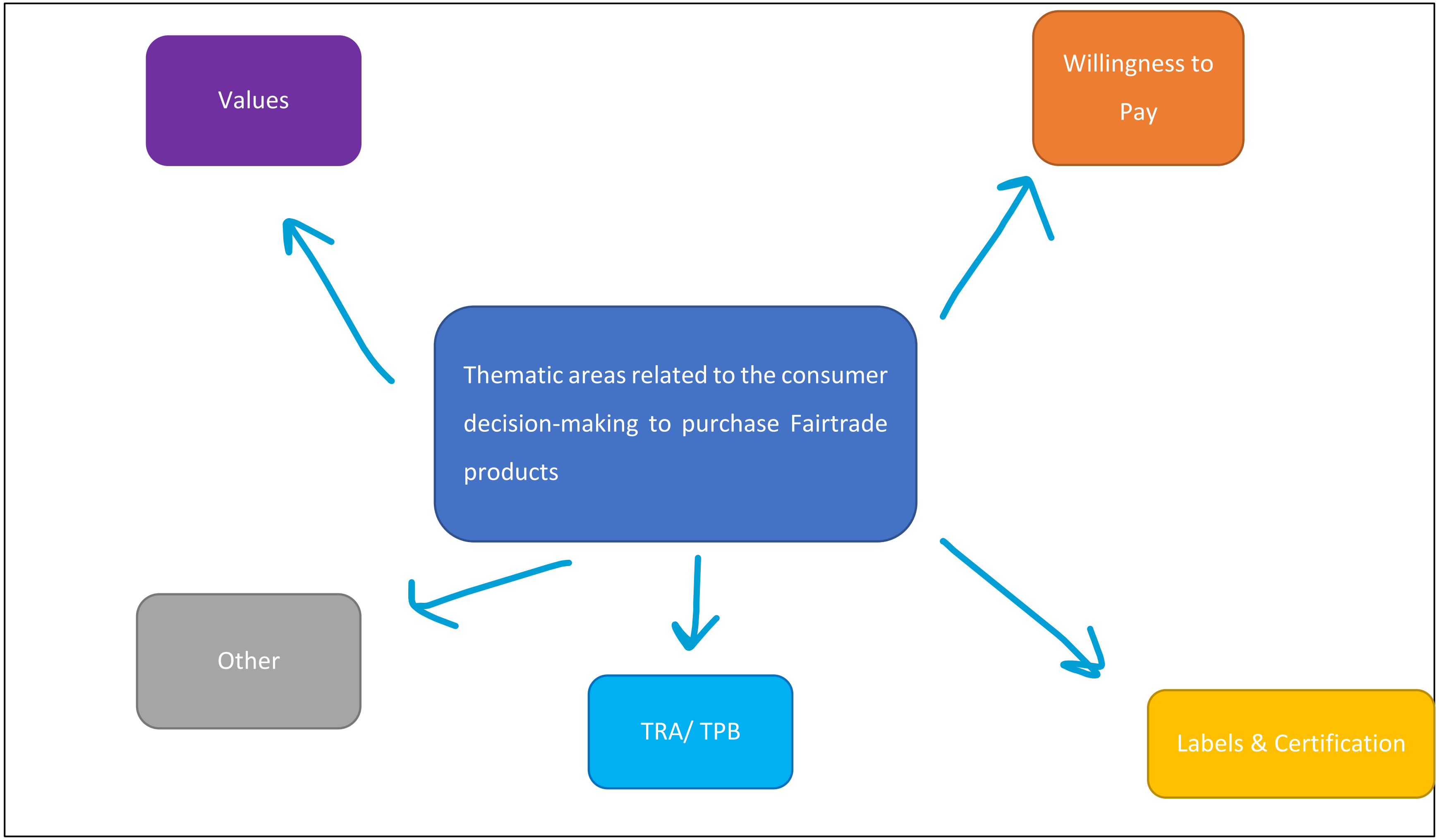

Figure 3-3 Thematic Areas: Factors contributing to the decision-making behind Fairtrade products

The use of ATLAS.ti software was key in enabling the hermeneutic approach to be conducted efficiently through its visualisation capacities. Therefore, relationships among the codes could be identified and added to the networks.

3.4.1 Theory of Reasoned Action

The Theory of Reasoned Action (TRA) put forward by Fischbein and Ajzen in 1975 and the Theory of Planned Behaviour (TPB) put forward by Ajzen in 1985 and updated in 1991 have "revolutionized our understanding of the relationship between attitude and behaviour by introducing the mediating role of intention" (Hassan et al., 2016, p. 220).

TRA posits that actual behaviour is determined by behavioural intention. Behavioural intention is dependent upon two variables: subjective norm (SN) and attitude towards the behaviour. SN are defined as the individual´s perception about how most of those who matter to him would consider an action (Trafimow, Sheeran, Conner, & Finlay 2002).

TPB extends TRA by including a measure of perceived behavioural control that accounts for behaviours that are out or with an individual's volitional control (Hassan et al., 2016).

These two theories have been used by numerous researchers in order to examine the decision-making process in several ethical purchasing contexts (for example Minton, Spielmann, Kahle, & Kim, 2018; Paul, Modi, & Patel, 2016; Ramayah, Lee, & Mohamad, 2010; Wiederhold & Martinez, 2018). Chatzidakis et al. (2014, p. 97) propose the use of the Theory of Planned Behaviour, as a "useful initial platform for understanding consumer ethical decision making".

There are various reasons for this, including the fact that this theory has been used in several domains with success, it offers guidelines for constructing and validating measures more than other theories, it remains open to inclusion of other constructs, as long as they increase the explanatory power, and finally, in line with other decision-making models, it allows for a cognitive approach, following the steps of attitudes, to intention, to behaviour (Chatzidakis et al., 2016).

Clarke and Shaw (1999) have combined the two theories as in Figure 3-4. Here, the broader environmental influences influence both behavioural beliefs and normative beliefs. Behavioural beliefs lead to attitudes, whereas normative beliefs to the subjective norm. Both attitude and subjective norm lead to behavioural intentions, which in turn are influenced by the perceived behavioural control. Finally, behavioural intentions lead to behaviour.

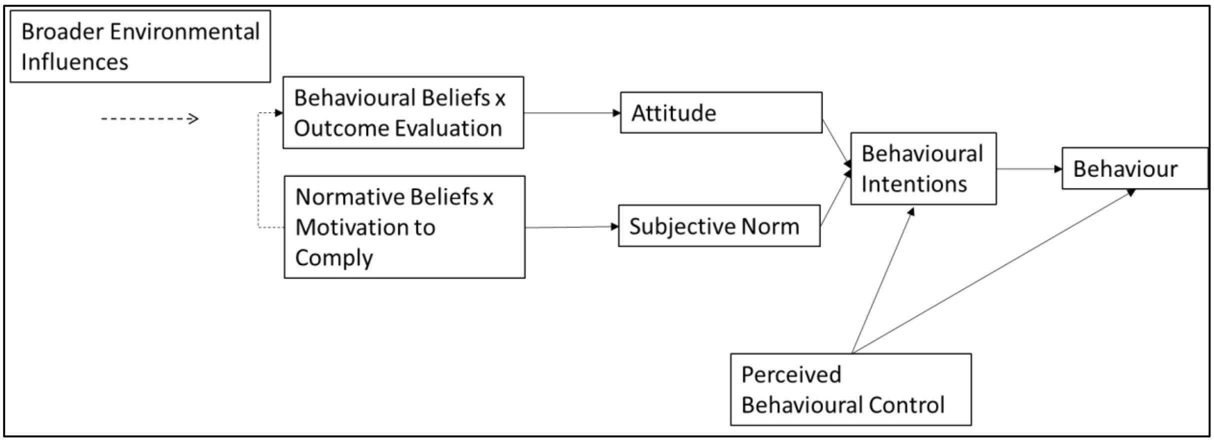

Figure 3-4 Theory of Reasoned Action and Theory of Planned Behaviour, according to Clarke and Shaw (1999)

An attitude can be defined as a lasting, general evaluation of the self and others, objects, advertisements or issues (Baron, 1984). An attitude is directed to an attitude object and may have distinct functions: utilitarian, value-expressive, ego-defensive and knowledge. For utilitarian functions, individuals develop attitudes based on whether something causes pleasure or pain. The value-expressive function expresses the consumer´s core values, while the ego-defensive attitudes are formed to protect the person from external threats or internal feelings. Finally, the knowledge function is the result of a need for order, structure or meaning (Solomon, Bamossy, Askegaard, & Hogg, 2006, pp. 138–139). An attitude may serve more than one function, often one being dominant.

According to the literature, the strength of an attitude plays a significant role for its ability to predict behaviour. Strong attitudes, those "held with confidence, vested interest in the topic, or attitudes highly accessible in memory" are better predictors of behaviour than weak attitudes (Ajzen, Czasch, & Flood, 2009). According to some researchers attitude is the first step to product consideration (Setyobudi, Wiryono, Nasution, & Purwanegara, 2015) and as such key determinant of consumer decision-making. Research by Yamoah et al (2016) concluded that there is a significant effect of attitude on purchase intention (PI) for fair trade food products in the UK.

In the final list of papers, six papers were identified that based their approach on TRA and/ or TPB. TRA and TPB presuppose a level of rational thinking (Longo, Shankar, & Nuttall, 2019), which in turn requires cognitive processing and information or knowledge. Longo et al (2019) conducted exploratory research through depth interviews in the United Kingdom and concluded that more knowledge leads to dilemmas and ultimately paralysis leading to a "self-inflicted sustainable consumption paradox".

Balineau and Dufeu (2010) examined whether fair trade goods are credence goods. Credence goods are such, that consumers cannot evaluate their attributes even after having consumed them. In this paper it is rather suggested, that FT goods are indeterminate goods (Lupton, 2005), because consumers cannot understand their effectiveness. This may also be the cause for the attitudes-behaviour gap.

An empirical study in the Netherlands tested TPB and concluded that "attitude, subjective norm, and perceived behavioural control significantly influence those consumers' FT product purchase intention (except for male consumers in which perceived behavioural control has no effect at all)" (Beldad & Hegner, 2018). In this study an extended TPB model was tested, which included moral obligation and self-identity. For female participants this rendered the impact of attitude and subjective norm insignificant.

Implementation intentions, that is the formation of plans to purchase ethically, have been identified as an important factor in ethical purchasing behaviour (Carrington et al., 2014). Similarly, in an article by Fennis et al (2011) implementation intentions are identified as playing a role with their effectiveness depending largely on the presence of other situational cues and the extent to which behavioural responses are easily accessible in memory (Kossmann & Gómez-Suárez, 2019).

O´Connor et al (2017) posit that the TPB standard constructs (behavioural intention, subjective norm, attitudes towards the behaviour, perceived behavioural control,) except for subjective norm, moral norm and self-identity predict intentions which, in turn, predict fair trade purchasing behaviour. The following TPB beliefs of 'making me feel good'; 'reflecting my values', and 'being unable to afford fair trade products' can be used to identify buyers from non-buyers of FT products.

Chatzidakis and colleagues (2016) propose an integrated model, which includes measures of the theory of planned behaviour, but also goes one step further to include additional variables: personal norms, self-identity, neutralisation, past experience, and attitudinal ambivalence. The “measure of ‘internal ethics’ was the most important predictor of intention over and above traditional determinants such as attitude and subjective norms” (Chatzidakis et al., 2016, p. 103).

All the above presented relations are identified in the network in Figure 3-5. Codes which are related to one another are marked as “is associated with”.

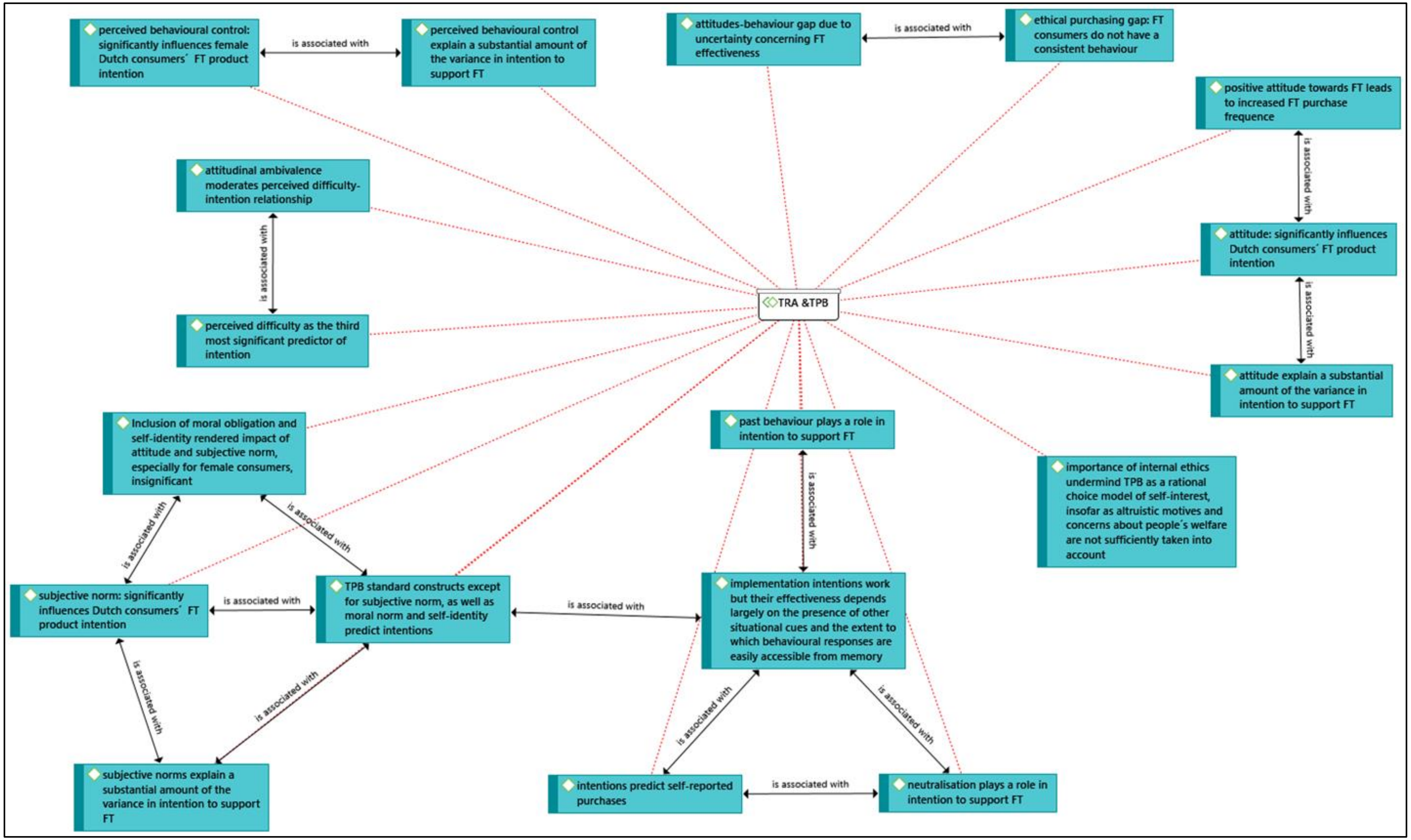

Figure 3-5 Network of codes related to TRA & TPB

3.4.2 Values

According to Schwartz and Bilsky (1987, p. 551) values exhibit the following five features. They:

1. are concepts or beliefs about desirable end states or behaviours,
2. transcend specific situations,
3. guide the selection or the evaluation of a behaviour or an event,
4. are ordered by relative importance.

Therefore, values are "cognitive representations of three types of universal human requirements: biologically based needs of the organism, social interactional requirements for interpersonal coordination, and social institutional demands for group welfare and survival" (Schwartz & Bilsky, 1987, p. 551). Rokeach (1973) identified a list of universally relevant values. Schwartz and Bilsky (1987) extended Rokeach´s approach by adding structure to the content of values.

The content of a value is defined as its source of motivation, while the structure of values demonstrates the relationship between the values. Values can also be understood as desired end-states. They influence the way people make decisions and act upon them (Kossmann & Gómez-Suárez, 2019). Schwartz & Bilsky (1987) identified seven domains for values, one of which is prosocial.

Prosocial values are those that keep communities together and allow them to thrive, in that individuals care for the welfare of others. Values such as altruism, benevolence, kindness or love belong to this domain. The other domains are the following: enjoyment (pleasure, a comfortable life, happiness), security (inner harmony, family security, national security, world at peace), achievement (capable, ambitious, social recognition), self-direction (helpful, forgiving, loving, equality), social power (control over many rewarding resources), maturity (world of beauty, courageous, wisdom, broad-minded).

Fair trade consumption can be seen as a prosocial behaviour, where personal needs succumb to the needs of society at a large. Of course, it can also be argued, that consuming fair trade goods is not primarily done due to prosocial concerns or collectivistic interests, but rather resulting from any of the other six domains. 8 of the 43 articles in the final list refer to the notion of values as put forward by Rokeach (1973) and Schwartz and Bilsky (1987). Schwartz and Bilsky (1987) acknowledge the existence of both individualistic or collectivist interests, or their co-existence. Doran (2010) investigated how the values of universalism and benevolence, both of them being prosocial, interact with ethical decision-making concluding that an “overriding sense of responsibility to one’s own group (in group) may override empathy with remote fair trade producers (out group)”. Ladhari and Tchetgna (2015) tested an adapted list of Rokeach values. Three classes of values were identified: self-directed—with no effect on fair trade consumption, equality and social justice—with positive effect, and power and social status—with negative effect.

Ballet and Carimentrand (2010) predicted that due to the distance created between the shopper and the farmer, the new FT structures, departing from the “third world shop” paradigm and moving on to the modern trade, for example convenience stores and super markets, will cause a depersonalisation of ethics that may be harmful for the sales of FT. They base their position on the depersonalisation of ethics. The Fairtrade consumer does not only consume “exotic” or “ethic” food for herself, but rather contributes to the development of a community. In this way consumers see themselves as taking an active role in the supply chain. This can be viewed as an expression of “expansive ethics of care”. According to the authors, the more Fairtrade enters the arena of organised trade and departs from one world shops, that is specialist stores that sell only fairly traded products, the lower the ethical engagement of the consumer. This will in turn lead to a depersonalisation of ethics, thus having a negative impact on Fairtrade sales. Nowadays with FT sales booming, this position has not been verified. On the contrary, the sales of FT products have increased exponentially in the last few years.

Kim et al (2010) extended the above presented theories by adding values that are pertinent to ethical purchasing (Ethical Consumption Values, ECV). Loyalty towards fair trade products is investigated in this piece of research through establishing the link between ECV and FT product beliefs (FTPB), as well as FT corporate evaluations (FTCE). With samples both from the US and South Korea, Kim et al (2010) conclude that the way ECV influences fair trade brand loyalty (FTBL) differ in the two samples. In the US, ECV determine Fairtrade Brand Loyalty (FTBL) indirectly via FTPB, whereas in South Korea they determine FTBL directly as well as indirectly via FTCE.

Bratanova and colleagues (2015) concluded that people rate “ethical” food, where consumers see a link between the consumption of a product and their own values, as tastier than conventional, proving the role of values in the decision-making for ethical food products.

As mentioned in the part on TRA and TPB, Chatzidakis et al (2016) conclude that internal ethics is the most important predictor of intention. They also propose that internal ethics are linked to a person´s identity, which in turn is a product of his moral values. Peyer et al (2017) conclude that voluntary simplifiers, that is consumers who intentionally decide to consume less, tend to have more universalistic values and buy more green products, including fair trade.

Long and Murray (2013) base their research on the notion of convergence and divergence of values. Consumers purchasing several ethical goods experience convergence, believing that these products support similar values. Divergence occurs when consumers believe that one product´s values are not in accordance with their own. Two groups were identified: local globalists and food patriots. For the former local food purchases and FT food purchases from overseas do not come to a conflict with their values. For food patriots on the other hand, it is important that they support only the local producers.

Lappeman et al (2019) linked willingness-to-pay and values in their research, concluding that the segment “Fairtrade Lovers” which exhibited the higher willingness-to-pay also exhibited higher levels of humanitarianism. Although the level of knowledge about Fairtrade did not differ between the segments, the total sample exhibited a higher level of knowledge and a willingness to pay 10% price premium for FT products. Schenk (2019) presents and compares three theories which explain FT consumption in relation to a personal norm: The norm-activation model (NAM), the value-belief-norm (VBN) theory, and the value-identity-personal norm (VIP) model. The value-identity-personal norm (VIP) model explains the largest amount of variance in the purchase of fair trade products, followed by the value-belief-norm (VBN) theory. The results do not confirm the moderator-formulation of the NAM. Moreover, the analysis “indicates that values influence the personal norm via specific beliefs (awareness of consequences and ascription of responsibility), as specified in VBN, as well as via the more general concept of an identity as a critical consumer, as hypothesized by VIP” (Schenk, 2019, p. 397).

The above and all other factors relating to values are presented in the Network in Appendix B. The factors that are not related to consumption of FT but nonetheless have been studied in the literature are highlighted. Under the notation "contradicts" are the factors that have a negative effect on FT production. With "is associated with" all factors are flagged that have either a positive effect or are interrelated.

3.4.3 Willingness to Pay

11 articles in the final list have featured research on willingness to pay (WTP) (See Figure 3-6). Pricing is one of the most important elements of the marketing mix and the only element that directly generates income (Breidert, 2006, p. 9). An increased understanding of consumers´ willingness-to-pay is therefore key for a product´s success in the marketplace. Pricing which is cost-oriented, rather than consumer-value oriented may lead to products which either do not fulfil their full income potential for the firm or they are just perceived as too pricey for their offering and thus do not succeed in their sales.

Yoganathan et al. (2019) asserted that multisensory marketing techniques can increase willingness-to-pay. Consumers are generally willing to pay a price premium for FT coffee, however the size of the premium differs in each country. For example, in Belgium consumers are willing to pay 10% extra for FT coffee (Samoggia & Riedel, 2018). Moral satisfaction also leads to a higher WTP (Bratanova et al., 2015). In a paper focusing on millennials´ preference for ethical chocolate, Young and McCoy (2016) assert that most participants showed little variation among factors such as organic, certified ethical sourcing and rainforest friendly. For most participants, their choices were only minimally influenced by their public declarations for ethicality. Voluntarism ("I contribute to charities and other non-profit organisations") moderates the WTP for fair trade chocolate, while citizenship ("Humanity has no right to continue to exploit the environment to promote economic development") moderates the WTP for fair trade and Carbon Footprint products (Vecchio & Annunziata, 2015). In this piece of research FT chocolate had a higher WTP than Rainforest Alliance or carbon footprint. This may be related to the expressed concern of participants for working conditions and human rights (Vecchio and Annunziata, 2015).

In Japan FT information has a positive effect on WTP (Ota, Sakata, & Iijima, 2019), however the message needs to be simple. Japanese consumers are on the other hand sceptical toward fair trade information promoted by companies and universities that have brand power. Fair trade information such as on maintaining forest ecosystems and eliminating poverty are effective tools in ethical marketing for Japanese consumers, but ethical marketing and brand image had a small synergistic effect on WTP.

Consumers who spend more time and fixate more on sustainability attributes have a higher preference for these attributes and WTP (Van Loo et al., 2015). According to Langen (2011), WTP for the attributes organic, FT and donations via Cause-related Marketing (CrM) vary significantly among participants.

According to research conducted in Germany through a vignette study (Lingnau, Fuchs, & Beham, 2019) sustainable features do not necessarily lead to an increase in WTP. Nevertheless, consumers penalise bad social conduct of firms. This effect is stronger than the positive effect of good behaviour.

Finally, an interesting insight which is indirectly related to WTP is that price discounts seem not to be conducive to FT sales in the case of engaged consumers but encourage consumers to buy FT products who are not engaged with the cause (C. H. Kim & Han, 2020).

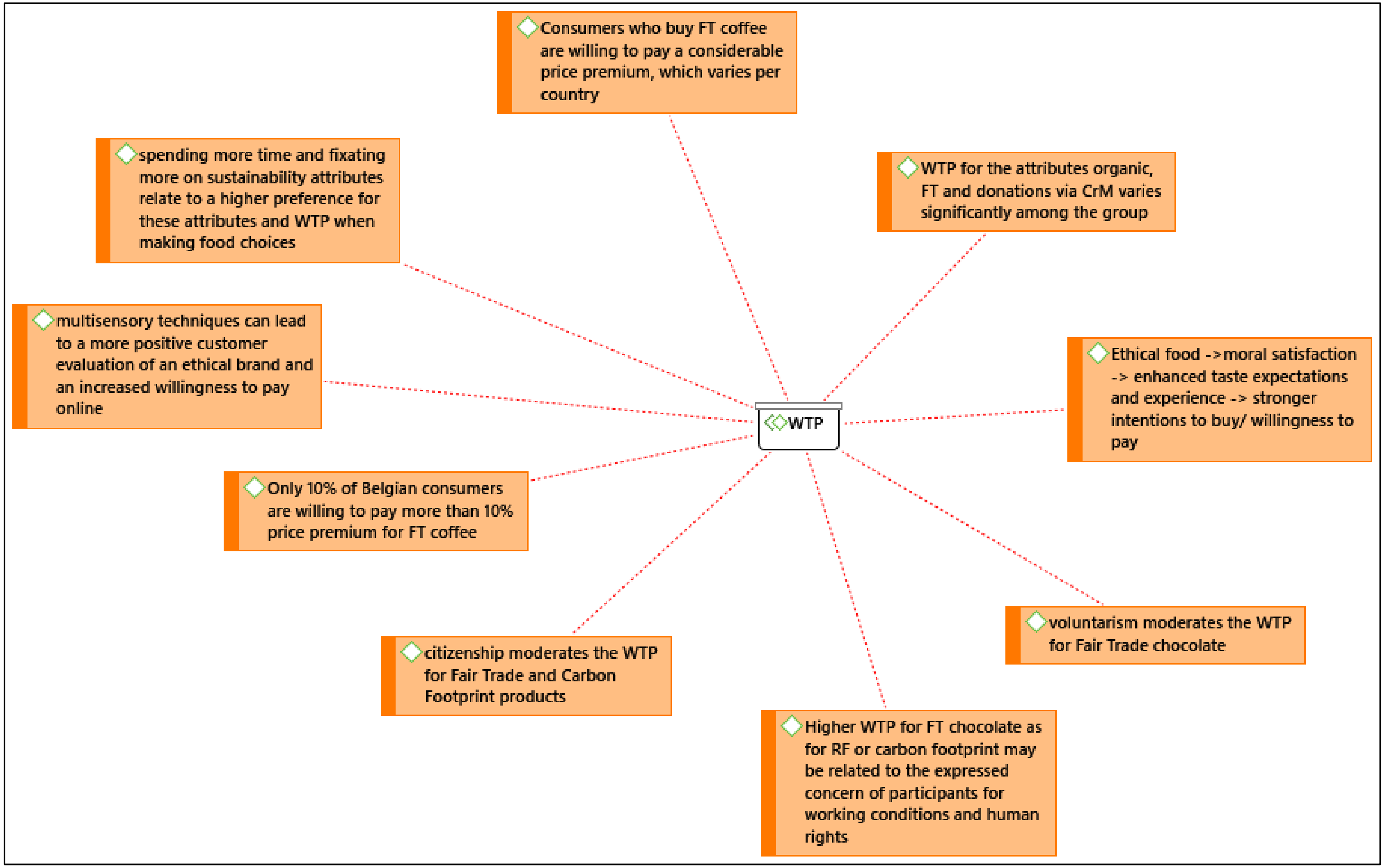

Figure 3-6 Network of WTP related codes

3.4.4 Labels and Certification

An important question which arises for every marketer contemplating whether to have her products fair trade certified has to do with the perception of the label for the consumer. According to Herédia-Colaço et al (2017), fair trade certifications enhance product valuations, especially for low familiar brands, among consumers with increased expertise. The level of expertise varies. In more (mature) individualistic markets (vs. collectivistic) consumers´ ethical behaviour "seems to be greatly influenced by consumers' perceptions about the eligibility of brands using (or not) fair trade" with this effect being "strengthened by the significant mediating role of consumers' ethicality perceptions on the relationship between fair trade and the willingness to pay for brands" (Herédia-Colaço et al., 2017, p. 737).

Following Akaichi et al (2016), consumers are willing to pay a price premium for the following three ethical food attributes: organic, FT and low-carbon emissions. These labels are generally not in competition, unless there is a significant decrease in the price of organic, the prices of FT products is higher than WTP or low-carbon bananas are available in retail stores and sold at a price lower than TWP. According to a study conducted in Flanders, Belgium, fair trade labels for chocolate were more likely to influence consumer choice, than organic labels (Rousseau, 2015). In consumers´ minds organic chocolate is not always related to desirable characteristics. Green Tea with the FT logo was found to taste better, while its appearance in a second language improved this experience (Tang et al. 2016). According to Rees et al (2019) the conversion of sustainability cue recognition to actual Insinuated Purchase Behaviour was shown in this study to be cue specific and low at 10% or less, except for the Fairtrade Logo, which ranked 22%. The results of this thematic area are presented in Figure 3-7.

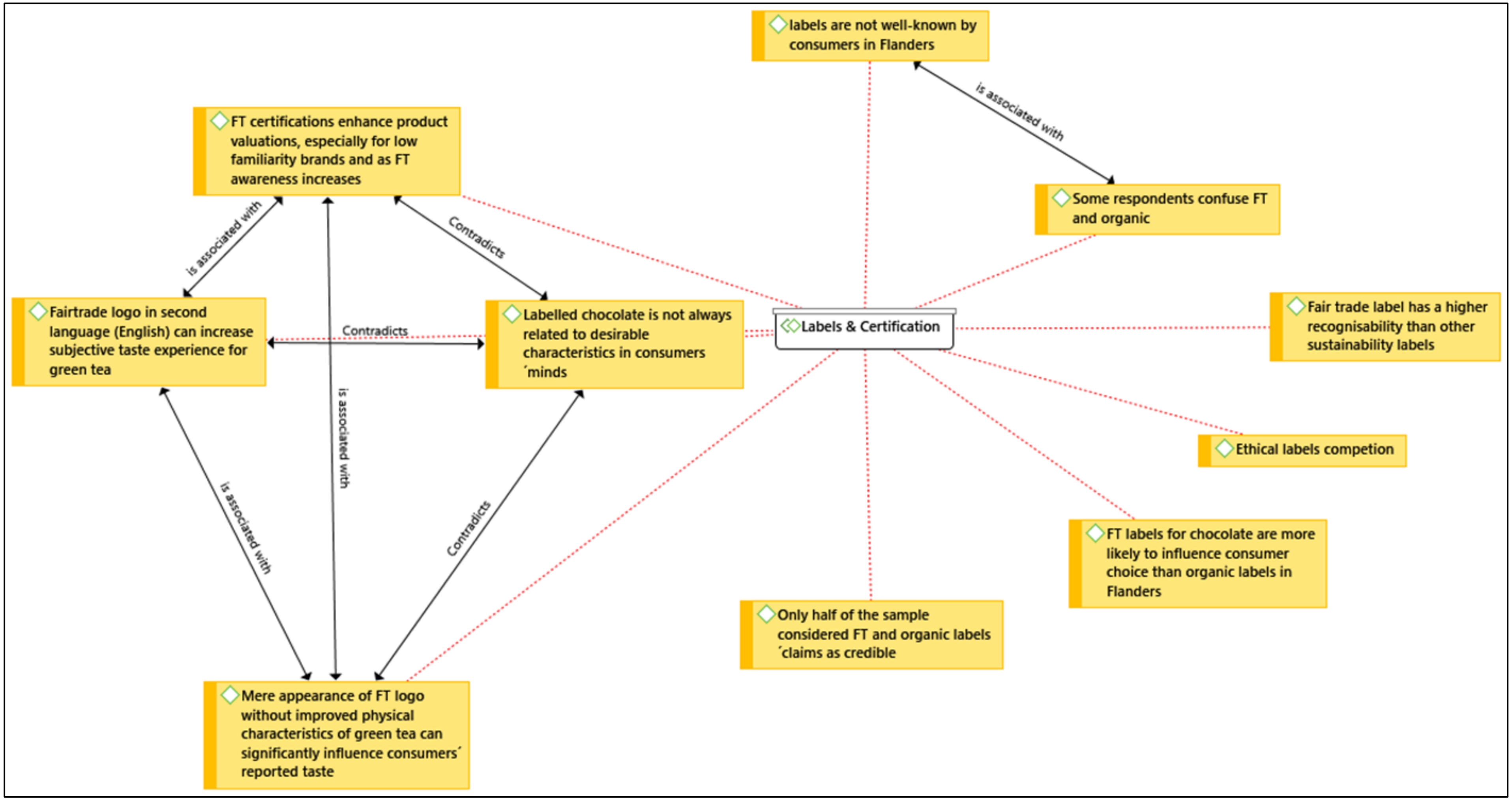

Figure 3-7 Network of Codes related to Labels and Certification

3.5 Theory of Planned Behaviour & Theory of Reasoned Action

3.5.1.1 Theory of Dual Attitudes

TPB, despite its popularity, has also been exposed to debate and criticism. Some researchers go as far as to deny its adequacy in explaining human social behaviour (Ajzen, 2011). Greenwald and Banaji (1995) posited that behaviour is not simply driven by explicit attitudes, that is attitudes that are within a person´s conscious control, but by implicit attitudes. Implicit cognition suggests that past experience influences the individual in ways that are unknown to him (Belletier, Robert, Moták, & Izaute, 2018) or she cannot recall or report (Greenwald & Banaji, 1995, pp. 4–5). Behaviour is therefore not always based on conscious control. Implicit and explicit attitudes, as well as other factors should be considered as estimates of behaviour (Setyobudi et al., 2015).

The following terms have been used in the literature to denote the distinction between implicit and explicit: conscious/ unconscious, automatic/ controlled, direct/ indirect. According to Nosek (2007, p. 65) an explicit response is controllable, intended and made with awareness and requires cognitive resources. Implicit attitudes on the other hand are automatically activated upon exposure to the attitude object, therefore not requiring deliberate or conscious thought in their formation (Setyobudi et al., 2015, p. 316).

The theory of dual attitudes can offer interesting insights into various attitudes-behaviour gaps, such as the ethical purchasing gap. However, within this systematic literature review only 1 paper was identified that has been explicitly based on this theory. Govind and colleagues (2019) ran two longitudinal studies on dual attitudes for FT research proving that this field can offer new insights. In this piece of research, explicit attitudes are influenced by the nature of the stimuli, while implicit attitudes remain stable. The former have no impact on the choice of consumers.

3.5.1.2 Guilt and Pride

Guilt appears in 3 articles, while pride in only 1 of them. Guilt is a significant factor for the consumer decision-making process. Increased transportation caused by guilt impacts positively on affective, cognitive and behavioural levels, even if there is a delay between message and act of compliance (Antonetti, Baines, & Jain, 2018). Consumers who believe that their actions have a significant impact on the environment or society are more likely to behave sustainably (Perceived Consumer Effectiveness, PCE). Antonetti and Maklan (2014) found that feelings of guilt or pride can be activated through a single consumption episode and regulate consumers´ sustainable consumption by affecting their PCE. Through the experience of guilt or pride consumers see themselves as the cause of an action, overcoming neutralisation, the process of finding reasons outside of their responsibility explaining their actions, and increasing their PCE (Antonetti & Maklan, 2014). .

Anticipated consumer guilt consists of two components according to Lindenmeier et al (2017): “negative affect and self-directed ethical judgment”. Finally, self-efficacy was proven to have “direct positive effects on anticipated consumer guilt and fair-trade buying behaviour” (Lindenmeier et al. 2017, 9). We have identified the above relationships in a network in Figure 3-8. We have identified causalities under “is the cause of”, associations “is associated with” or components “is part of”.

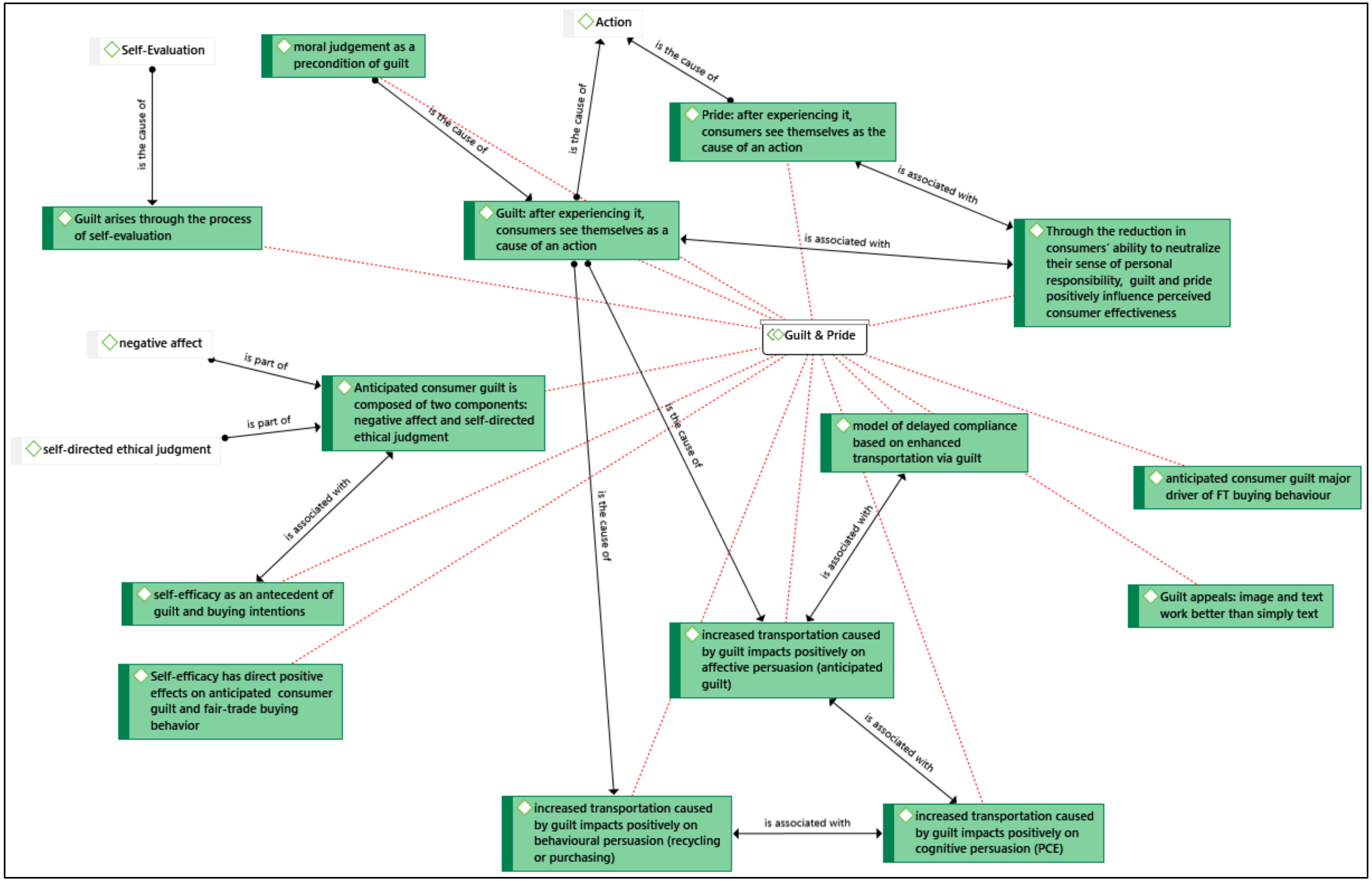

Figure 3-8 Network of Codes related to Guilt and Pride

3.5.1.3 Demographics

There is no general consensus in the academic literature with regard to the demographics of ethical consumers. Research suggest no gender differences in ethical beliefs (Tsalikis & Ortiz-Buonafina, 1990), while other research shows an increased purchase volume of fair trade crafts by Caucasian women (Littrell & Dickson, 1999) or women in general (Bray et al., 2011). Ethical sensitivity is reported to increase with consumers' age (Bray et al., 2011). Surprisingly, ethical sensitivity rises with affluence (Barnett, Cafaro, & Newholm, 2005) while other research shows no relationship between income and ethical consumption (De Pelsmacker, Janssens, Sterckx, & Mielants, 2005). In some research it is greater at lower educational levels (Dickson, 2005), while other research asserts that there is a positive relationship between education and ethical consumption (Vitell, Singhapakdi, & Thomas, 2001). In the parallel field of "green" behaviour, in some research demographics are poor predictors of waste prevention behaviour (2012), while in other research the education level plays a role in water consumption reduction (2012). In another piece of research, age, gender, race, education and marital status were found to be poor predictors of fair trade consumption (Doran, 2009). Several other pieces of research led to such contradictory results leading to the conclusion that demographics are poor predictors of ethical consumption (Bray et al., 2011).

Therefore, it is concluded that attempts at segmenting the sustainable consumers based purely on demographic characteristics have failed and nowadays more complex models are available in order to help marketing practitioners segment the market and identify suitable strategies (Belz & Peattie, 2012). Psychological & Socio-Cultural Approaches. In line with the above presented research on ethical consumerism demographics lead to confusing results or deem to be irrelevant to FT consumerism (Langen, 2011).

3.5.1.4 Religion

As far as the impact of religious belief on the consumption of fair trade products is concerned, Doran and Natale (2011) came to the following conclusions: non-religious people are more likely to intend to buy Fairtrade products, while from the religious groups Buddhists have a higher probability to purchase FT products than Catholics or Protestants. This may come as a surprise, especially as in some key markets, such as Netherlands and Germany, it was within the realm of churches that the FT movement firstly manifested itself.

3.5.1.5 Further Factors

In research conducted in Italy, through analysis of Syndicated (panel) Data Bosbach and Maietta concluded that the existence of co-operatives increases the promotion of FT values. More specifically, "[t]he implicit consumer price paid for the fair trade attribute is significantly and positively affected by a social capital proxy, the ratio of co-op members to total employment" (2019).

In another piece of research (Gillani, Kutaula, Leonidou, & Christodoulides, 2019) it is demonstrated that "high levels of physical, social, and psychological proximity lead to high consumer fair trade engagement", which in turn has a positive impact on fair trade purchasing behaviour. The association between proximity and consumer fair trade engagement is positively moderated by consumer empathic concern and negatively by consumer hypocrisy. This research finally adds that nationality plays an important role in consumer FT engagement, with Indian consumers showing higher levels of proximity to marginalized producers/workers compared to their British counterparts.

3.6 Results of the Systematic Literature Review

The aim of the systematic literature review was to identify state of art research for the factors moderating the consumer decision-making behind Fairtrade products. To this end, several key-word combinations were searched for in three large databases (Scopus, Springer Link and Science Direct). 3,425 articles were identified from which 43 met the inclusion criteria. Following a content analysis in ATLAS.ti the following themes were identified: Values, Theory of Planned Behaviour and Theory of Reasoned Action, Willingness-to-pay, Labels and Certification, Religion, Guilt, Dual Attitudes, Demographics.

Consumers find that ethical products taste good (Bratanova et al., 2015; Tang et al., 2016) and are less calorific (J.P. Schuldt, Muller, & Schwarz, 2012). This increases the WTP for these products. WTP varies per country studied (Herédia-Colaço et al., 2017; G.-S. Kim et al., 2010), therefore local research is necessary to identify its exact values. The FT label has a higher recognisability than other labels (Rousseau, 2015). Consumers who are interested in sustainability tend to fixate longer on such products (Van Loo et al., 2015).

Certifications of fairly traded products enhance product valuation, despite brand and cultural influences. However, consumers have specific perceptions as to which brands are eligible to be FT certified (Herédia-Colaço et al., 2017). Therefore, a marketer considering using the FT certification should test for its acceptance. Interestingly, multisensory techniques may increase WTP for FT products purchased online (Yoganathan et al., 2019). Therefore, the use of new, immersive technologies can be an effective marketing tool to attract more consumer interest for FT products.

Social desirability bias, has been proven to be a central theme in the consumer decision-making process (Chatzidakis et al., 2016; Friedrichsen & Engelmann, 2017; Govind et al., 2019; Kimura et al., 2012). Along similar lines, subjective norms has also been identified to play a significant role in the decision-making (Beldad & Hegner, 2018; Chatzidakis et al., 2016). Further research is necessary in order to derive more practical insights.

Govind et al (2019) confirm the co-existence of different implicit and explicit motivations (attitudes) in the purchase of fair trade goods and state that explicit attitudes do not impact the choice of consumers.

Demographic factors do not appear to play a significant role in the decision-making process, in line with previously published research (Bray et al., 2011). Therefore, FT marketers should look beyond demographic characteristics when developing their marketing strategies.

Research has identified that values, such as universalism or broadmindedness (Doran, 2010; Ladhari & Tchetgna, 2015) can increase preference for fair trade products. In attempts to segment consumers their values can be one of the parameters to be considered.

Despite a temporal delay between message and act of compliance, “persuade consumers over time” (Antonetti et al., 2018). Additionally, both after experiencing guilt and pride consumers see themselves as the cause of an action and become motivated to purchase FT products (Antonetti & Maklan, 2014). For FT marketers to define the right tonality and mix of guilt and pride in the communications strategies of their products, further research is recommended

4. Qualitative Research

4.1 Bridging the Relevance Gap

The relationship between theory development and practice of marketing has been the topic of much discussion and debate in academic circles. Theory attempts to explain real-world phenomena (Kumar, 2017). Although both academics and practitioners seek to understand the world, they have totally different standpoints, needs and tools to do this.

Researchers in business and marketing have to offer a high level of academic rigour in their research and at the same time offer a high level of relevance for the business community by being able to portray real-world problems (Kossmann & Gómez-Suárez, 2018; Usunier, 2006). Relevance is defined as the level of interest that the findings of a piece of research have for the actors involved (Usunier, 2006). In the case of ethical or Fairtrade consumerism, there is a large number of actors involved. Marketing practitioners, both the ones representing different marketing organisations, the certification organisations, such as Fairtrade, retailers who list the products, licensees and brands who bear the Fairtrade mark, farmers and plantation workers as well as government and civil society (Kossmann & Gómez-Suárez, 2018).

Relevance is directly related to plausibility. For outcomes of academic research to be considered relevant, they also need to be considered plausible by the greater academic community. In turn, only when a piece of research can prove to be relevant and plausible can it be adopted by the business practitioners and as a result influence their decision-making and every-day practice. Academic research which fails to deliver on relevance leads to a "relevance gap".

This topic was at the centre of a series of debates in the 1980s, which carried on into the 1990s (Cornelissen, 2002, p. 134). In a famous debate between Holbrook (1985) and Jacoby (1985), the former advocated "a complete abstention of all kinds of practitioner intervention" on the basis that scientific research aims at fundamental understanding per se, and is not for use by managers. Jacoby argued on the other hand that despite the orientations of research being completely different, the two types of research are not necessarily mutually exclusive, but complementary. According to Cornelissen (2002, p. 135) research conducted by practitioners in contrast to the one conducted by academic researchers can be categorised with the use of two bi-poles, as presented in Table 4-1. The terms idiographic and nomothetic were coined by the German philosopher Windelband in the early 20th century (Lamiell, 2013, pp. 103–118).

According to Cornelissen (2002) the terms can be defined as follows: the research objective for practitioners is idiographic, in the sense that it seeks to explain one case-study, rather than a universal phenomenon. Thus, its validity is local. For academics, research aims to be nomothetic, in other words to create a set of rules with global validity. Practitioners engage in research to understand a current phenomenon and make decisions as much as in "real time" or near real time. Results of academic research on the other hand may take longer to be published and therefore may have a loose relevance.

Researcher	Research Objective	Validity
Practitioners	Idiographic	Local
Academic Researchers	Nomothetic	Global

Table 4-1 Research objectives and validity of research conducted by practitioners and academics

Source: Based on Cornelissen (2002), p. 135.

In a special issue of the Journal of Marketing, following the Theory+Practice in Marketing Conference in 2015, Kumar (2017, p. 1) states that managerial decision-making based on "legacy approaches, intuition or organisational snapshots imposes cost and substantial risk on the organisation" and he asserts that "scholars have identified the need for theory to drive practice and for practice to spur theory development"(Kumar, 2017, p. 2). To bring those two parts together Kumar (2017) proposes a rigour and relevance approach, instead of a rigour versus relevance approach. Kumar concludes, like Jacoby, that rigour and relevance in business research are not mutually exclusive. In his view, the theoretical principles lead to the development of strategies and tactics on an operational level, which in turn lead to decisions on the actual implementation. Kumar called this circular phenomenon "the perpetuity of theory-practice-theory" (Kumar, 2017, p. 2). Further to the results of the implementation and the empirical knowledge gained through this process, theoretical principles can be reviewed and, where necessary, fine-tuned or significantly modified.

4.2 Methods

The idea behind the qualitative part of this doctoral thesis was to enable FT marketing practitioners to offer their insights on FT consumption, but also to help shape the future research agenda, by identifying gaps in research, which in their view are important, in an attempt to minimise the "relevance gap". To this end, a series of semi-structured interviews (Brunk, 2010; Jarratt, 1996) were conducted, as this method allows the gathering of "systematic information about central topics" and exploration in case new issues or topics emerge (C. Wilson, 2014). Semi-structured interviews can accommodate various research goals, allowing variation in its use of questions, prompts, and accompanying tools and resources to draw the participant more fully into the topic under study (Galletta & Cross, 2013, p. 45). When the objective of the research is exploratory, qualitative methods have been identified as an appropriate method (Brunk, 2010; Jarratt, 1996).

In-depth interviews can be non-directive or semi-structured (Jarratt, 1996). In a non-directive interview, the interviewer's interventions should not cause bias in responses, but at the same time ensure that the interviewee stays on topic (Jarratt, 1996). According to McIntosh and Morse (2015, p. 1) the use of semi-structured interviews has grown considerably in the last years and has evolved from "a research strategy to an independent research method". Moreover, semi-structured interviews are nowadays used in several disciplines.

Qualitative research should include a small but diverse sample (Brunk, 2010, p. 256). The interviewees work for the same organisation, Fairtrade, which is also the focal point of this doctoral thesis. Nevertheless, to ensure diversity, practitioners from different national organisations were included and clustered in two groups: top and mid-level management. The decision behind interviewing senior and mid-level managers, was based on their seniority in the organisation. Firstly, they have long experience in understanding the needs of the consumers and developing successful marketing and campaigning practices, driving impact for the farmers in the South. Secondly, because of their exposure and level of engagement with external clients or stakeholders, they have been involved with the discussion about the ethical consumers' needs in wider fair trade practitioner communities. Finally, they have a broad overview of and clear views on the problems involved in capturing the ethical consumer's heart and mind. Further information about the sample can be found in Appendix E.

The interviews were conducted one-to-one and face-to-face in different Fairtrade offices in Cologne, Bonn, and Utrecht. In the beginning the interviewees were presented with the current status of research on ethical consumerism for approximately 15 minutes. This was followed by the semi-structured interview for a duration between 30 and 45 minutes.

Using a taxonomic approach responses were classified to different items (Burke, Eckert, & Davis, 2014). The interviews were conducted during working hours in the respondents´ offices, to ensure natural and unbiased responses as much as possible, exactly there where marketing decisions are being made.

Given the importance of the interview guide for the success of the research, the 5-stage approach suggested by Kallio, Pietilä, Johnson, & Kangasniemi (201, p. 2961) was followed, to achieve a higher degree of trustworthiness and as a result collect rigorous data. The five-stage approach comprises of inter-related phases as follows:

(1) identifying the prerequisites for using semi-structured interviews

(2) retrieving and using previous knowledge

(3) formulating the preliminary semi-structured interview guide

(4) pilot testing the interview guide

(5) presenting the complete semi-structured interview guide

The interviews were not recorded for two reasons: the interviewer had a personal relationship to the interviewees and the conversations should therefore have a natural flow, evoking trust. Moreover, confidentiality could then become an issue and limit the interviewees in their answers. The interviewer attempted to hold a natural flow in the discussion and simultaneously keep detailed notes. The notes have been read several times to ensure that the recurring topics, patterns and themes were identified (Brunk, 2010, p. 257).

Content analysis of the interviews was conducted with ATLAS.ti version 8. This has helped ensure robustness of results. Firstly, all responses were read and coded. Then the codes were grouped together, according to which answer they belonged. In the end the resulting networks were studied and the nature of the relationships between items identified.

4.3 Results

The following sections describe the results of the thematic areas of the interviews. For further information, the interview guide can be found in the Appendix C.

4.3.1 Factors Influencing the Purchase of Ethical Products

Firstly, the participants were asked to name the factors that have an influence on the purchase of ethical products according to their experience. Through analyses in ATLAS.ti the relationships between all the responses were identified and marked on the network-diagrams. According to the content analysis all the individual responses were grouped in categories and sub-categories. The frequency of their occurrence has also been analysed and presented in the following tables. The following categories emerged: psychographics, demographics, product-related, consumer specific, store-related, messaging and others. The network and their resulting relationships among the items are represented in Figure 4-1.

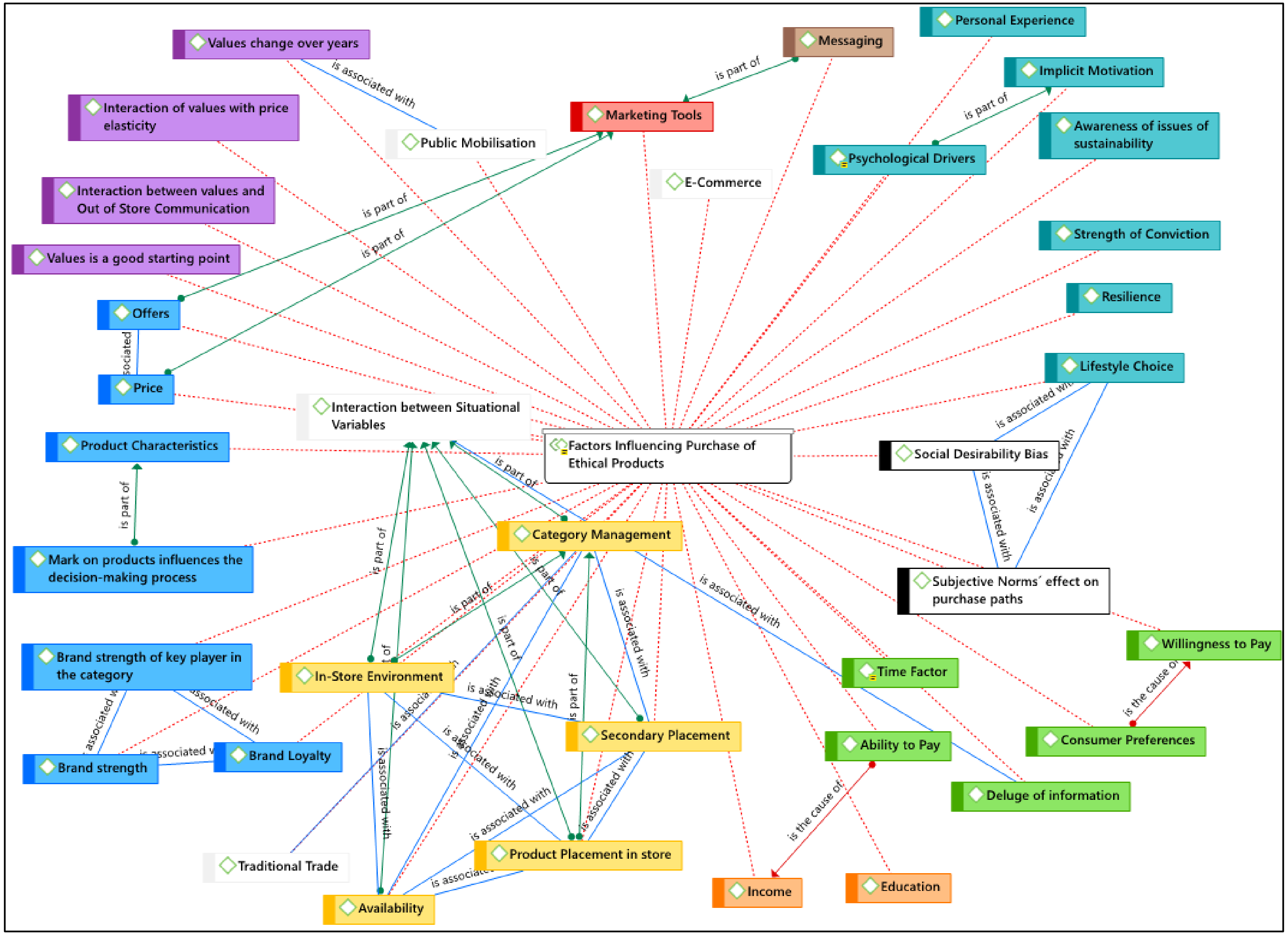

Figure 4-1 Network of Factors Influencing Purchase of Ethical Products

In the network above demographics are marked orange, yellow store-related parameters, purple values-related, blue for product-related, messaging as a category of its own, turquoise as psychographics, black for social-level attributes and green for the category “consumer-related”.

The interviewees observe that the values a person has can change over years. To win back the attention of such consumers, public mobilisation campaigns are necessary. Out of store communication is identified to play a role in influencing values. Marketing tools have also been mentioned as an influencing factor. Price or price offers are as much related to marketing tools as messaging is. Income influences the ability to pay, whereas consumer preference the willingness to pay. Social desirability bias has been linked to lifestyle choices and the effect of subjective norms on paths to purchase.

Category management decisions relating to product placement in store, on shelves and secondary placement in displays, the availability of products and the in-store environment together with in-store communication have all been mentioned by the participants and grouped under the “situational characteristics” as these variables co-exist where the purchase decision is made.

For product-related characteristics the FT mark has been identified as a product characteristic which influences decisions of consumers. The brand strength of the key player in the category has also been identified as a key determinant. This is related to brand loyalty of the consumer to her favourite brand, which in turn is based on brand strength.

Figure 4-2 presents these responses regarding to the categories identified in the analyses. Product-related, psychographics and store-related were the sub-categories most frequently quoted.

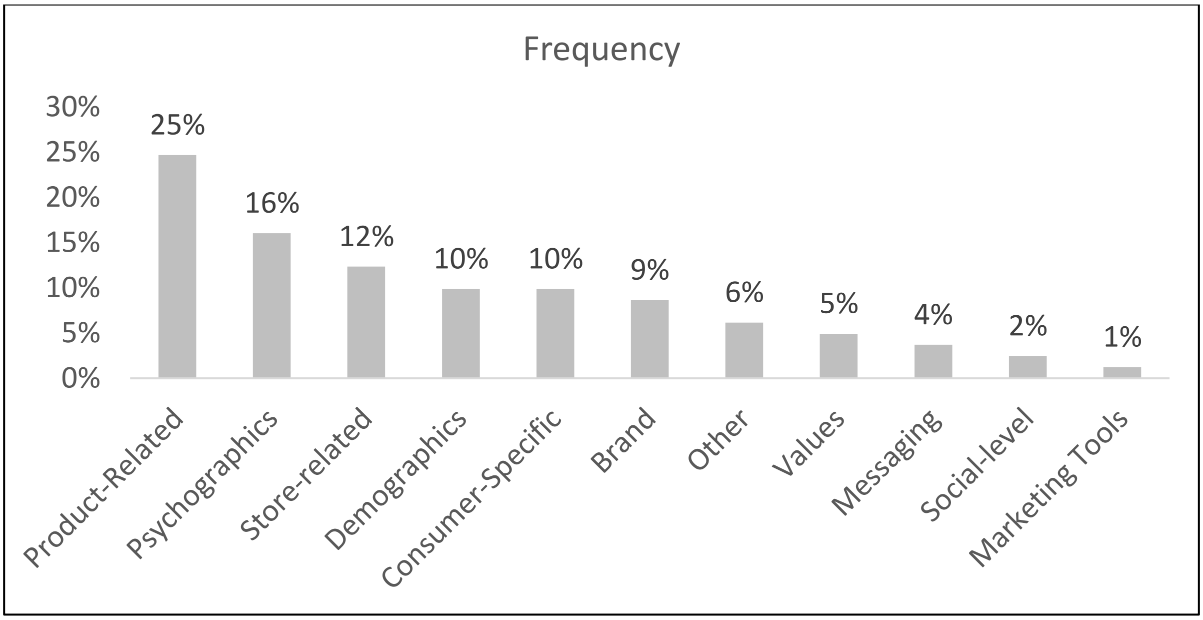

Figure 4-2 Factors influencing the purchase of ethical products

4.3.2 Psychographics

Regarding psychographics, psychological drivers more generally were most frequently mentioned, as well as awareness of issues of sustainability, followed by implicit motivation (Figure 4-3). In terms of societal-level influences, one of the participants mentioned: “Social desirability bias is a key element in the consumer decision-making or in the responses consumers give when asked about their purchase habits. People always want to look good and show they care for a better world, especially in the eyes of those who matter to them”. This standpoint was also evident in another participant´s responses where a connection between lifestyle choices and looking good for oneself but also for others was proposed, thus identifying the impact of subjective norms. Moreover, an awareness of issues of sustainability is a prerequisite in all the above cases, as one needs an understanding of sustainability and its importance in order to appear as socially responsible.

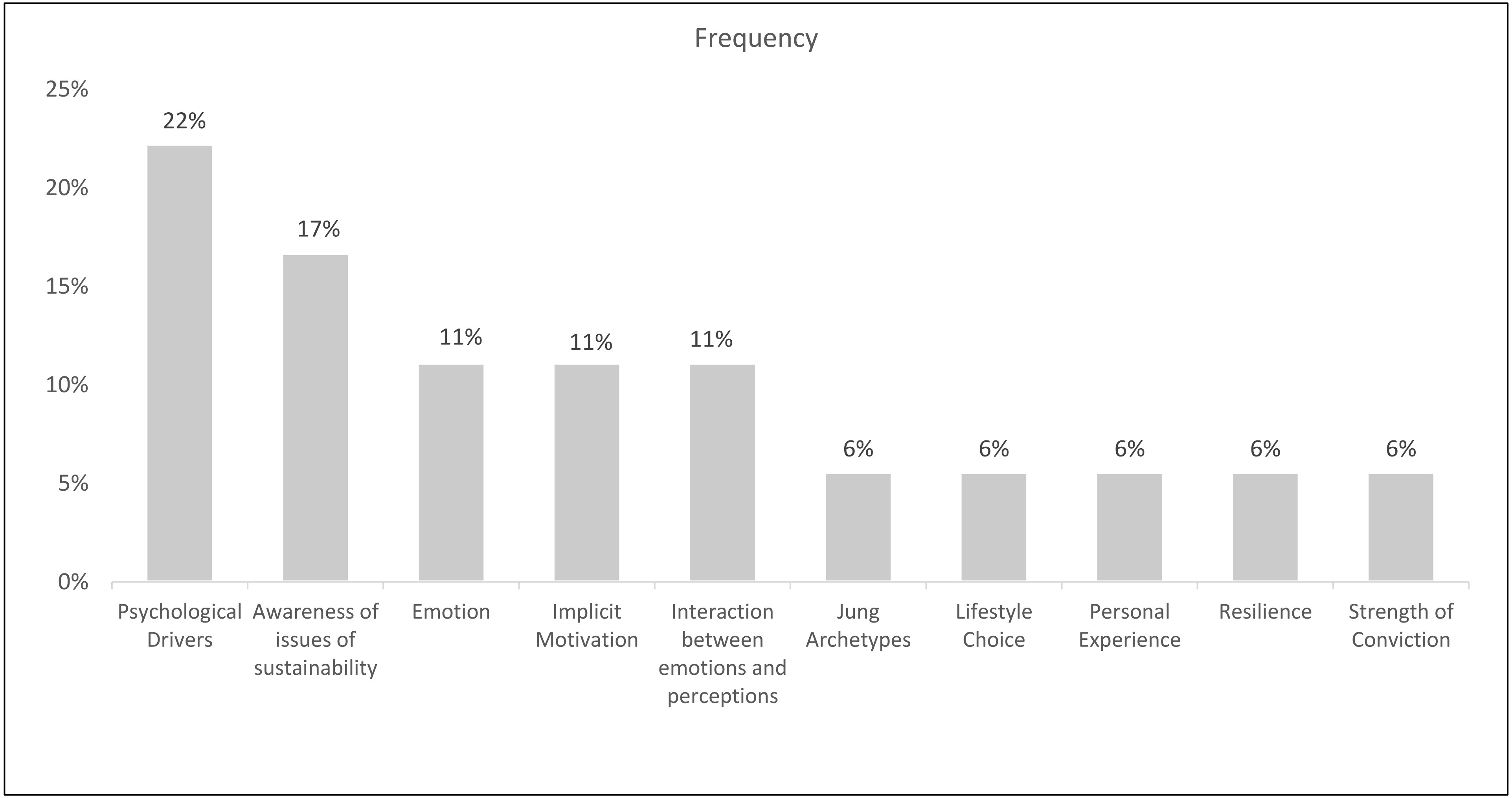

Figure 4-3 Psychographics

4.3.3 Product-related Characteristics

Table 4-2 presents the sub-categories for the product-related factors category. Price and product characteristics were the most frequent responses. Price has been identified to be related to the offers in store, as price discounts influence the consumer´s value perception of a product.

Sub-category	Count	Frequency
Price	5	25%
Product Characteristics	5	25%
Brand Loyalty	3	15%
Brand strength	3	15%
Offers	2	10%
Brand strength of key player in the category	1	5%
Mark on products influences the decision-making process	1	5%
Grand Total	**20**	**100%**

Table 4-2 Product-related parameters

The sensory characteristics were also cited by several participants as important elements of the product characteristics. One participant mentioned that “at the end of the day the consumer is not buying Fairtrade wine, but wine. It needs to appeal to her taste”.

4.3.4 Store-Related Characteristics

Regarding store-related sub-categories, Figure 4-4 presents the frequency of each response. Availability was the most frequently quoted parameter in this category. Participants recognise that a retailer has absolute or immense influence on the presentation and availability of products. Two of the participants mentioned that the consumer either due to lack of time or in quest of simplification in her life and convenience will still shop in the same store as before, even if Fairtrade or sustainable products are not available. Consequently, the probabilities increase, if the retailer firstly has an assortment of such products and highlights the products in store either on the shelf or in secondary placement, such as on gondola ends or other displays.

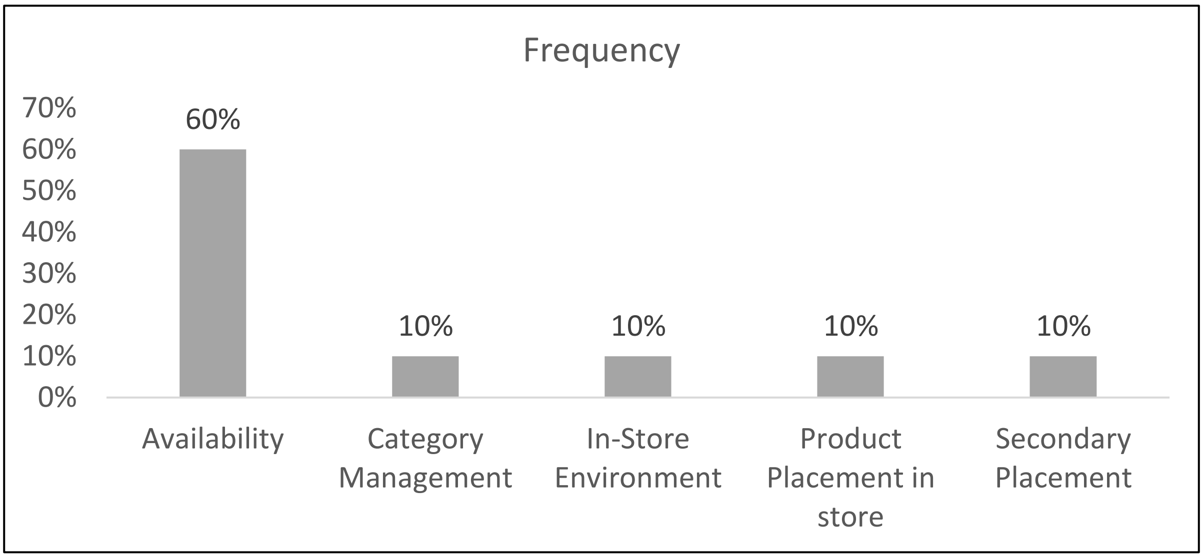

Figure 4-4 Store-Related parameters

4.3.5 Consumer-Specific Parameters

Finally, regarding consumer-specific category the participants mentioned willingness to pay as a very important factor, although no attempts were made to link this with further constructs. Moreover, two participants also mentioned the time factor. For example, one of the participants mentioned that “a busy mother will not switch stores, just because she can´t find an ethical product”. Interestingly a participant also mentioned the deluge of information a consumer receives as a parameter. Undoubtedly the level of advertisement one is exposed to has increased (“https://www.statista.com/statistics/236943/global-advertising-spending/,” n.d.). This leads to an amount of information for the shopper/ consumer which often is too much to handle. For Fairtrade products with relative low marketing budgets it is therefore quite difficult to cut through the clutter and create disruptive communication tools, finally reaching the shopper/ consumer. The results of this thematic area are presented in Table 4-3.

Sub-category	Count	Frequency
Willingness to Pay	3	30%
Time Factor	2	20%
Ability to Pay	1	10%
Cascading choices	1	10%
Consumer Preferences	1	10%
Decision-making very difficult due to the number of parameters that need to be taken into account	1	10%
Deluge of information	1	10%
Grand Total	**10**	**100%**

Table 4-3 Consumer-specific parameters

4.3.6 Moderators for success in the marketplace

The Fairtrade marketing practitioners were then asked what they believe would play the most important role in enabling them to be more effective in the marketplace, based on a list of responses, but were also free to name other parameters.

The respondents cited mainly internal or organisational issues as being their greatest barriers in their everyday jobs (25% of the answers), while issues relating to brand, store scored second (13%). Quite importantly, 13% of the answers belong to the category “other” and are listed below and presented in Figure 4-5.

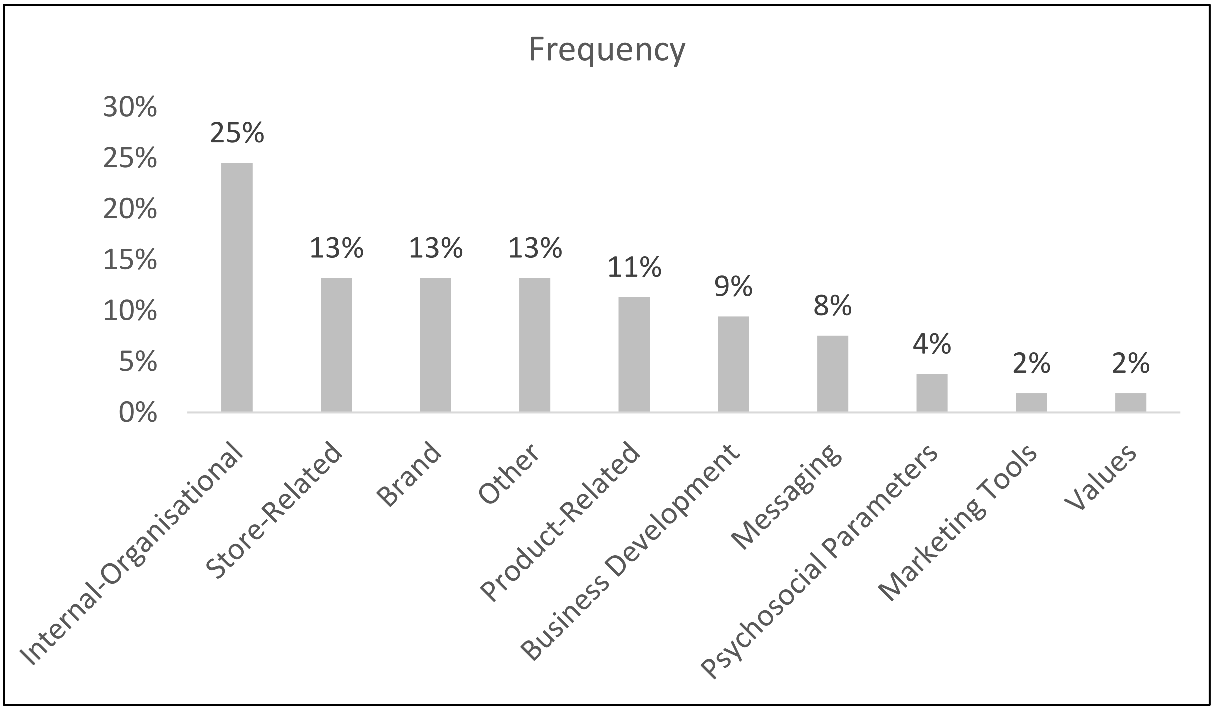

Figure 4-5 Moderators for success in the marketplace

- Fairtrade needs to be a civil-society-driven organisation but execute with excellence in marketing
- Reverse funnel approach: putting the product in consumers´ hands as a more efficient tool to build a habit
- Getting people to care enough about Fairtrade Vision
- Impact-Plausibility: How can the organisation effectively communicate the impact of its work in the South
- Difficulty in communicating the points of difference between Fairtrade and other schemes
- Macro-factors: environmental factors over which Fairtrade has no influence

Most respondents cited the lack of budget as the most important barrier they are facing, while difficulty in engaging with big brands and lack of time were identified as second most important.

The final question was about the research needs of practitioners in ethical consumerism. As previously mentioned, to the best of our knowledge there has been no attempt to bridge the gap between professionals and academics in this strand of research and therefore we attempt through this paper to get an understanding of the reality of the practitioners to propose future research. Most of the needs of research concentrated on the effect of media on consumers, how values are formed and how they interplay with purchase decisions and marketing tools that practitioners can use in their everyday jobs. The answers to this question are presented in Figure 4-6.

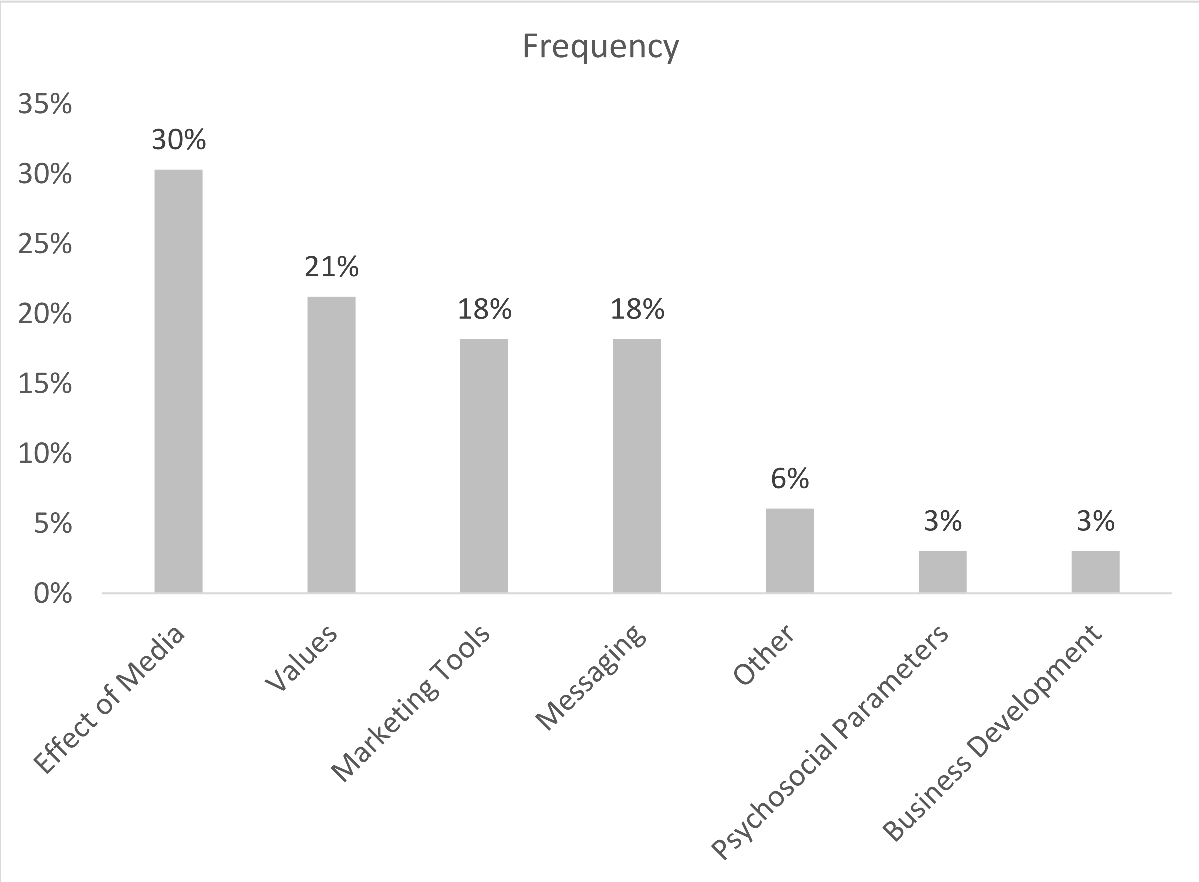

Figure 4-6 Research Needs of Practitioners

The network of responses (Figure 4-7) and lends itself for further analysis before any concrete next steps for consumer research are proposed. An increased understanding of psychosocial parameters of the consumers scored high, while the effect of media, concrete questions about values as well as issues of messaging and business development were mentioned. Deeper research in neutralisation, related to questions about values have been identified as an area of further research, psychosocial drivers, such as Jung archetypes, the impact of emotions and their interaction with perceptions and implicit motivation. In terms of marketing tools, the effect of new technologies has been identified as an area of research, as well as disruptive marketing methods, research on the effect of social media and market-level interventions. Nudge-theory based research, in store research asking consumers how they came to purchase the products they did, as well as questions about how to better understand the audience to fine-tune messaging and in return unlock the “negatives”, that is consumers who are negatively predisposed to Fairtrade.

4.4 Results of the Qualitative Research

In the eight interviews the participants were firstly shown a conceptual framework developed after the literature review and were asked to give feedback on it. Two of the participants argued that despite the complexity of the conceptual framework presented, the reality of the consumer decision-making for Fairtrade products is near chaotic. The feedback to the conceptual framework from the eight participants has been analysed in ATLAS.ti and can be summarised as follows:

- Product-related
- E-Commerce
- Store-related
- Psycho-social

Importantly, most participants found that price was missing from the conceptual framework, while product characteristics and availability in-store ranked second.

The second question in the interviews focused on the barriers the practitioners are facing in their everyday jobs. The most frequent answer was the most important factor being limited marketing budget available to them. The second and third most important factors were difficulty in engaging with big brands and lack of time. Organisational or internal reasons, consumer-specific variables, such as consumer preferences or willingness-to-pay and execution in marketplace were also identified as important barriers.

Finally, participants were asked to define their research needs (See Figure 4-7). Their answers can be categorised as follows:

- Market-level interventions

- Psycho-social parameters
- Business Development
- Effect of Social Media
- In-Store Environment
- New technologies
- Impact of Greenwashing

Interestingly, the respondents mentioned several psychosocial parameters that they would like research to focus on:

- Consumer motivations behind the increase in consumption of Fairtrade products
- Important values in the consumer´s upbringing
- Family values and decision-making structures in the family
- Interplay between values and attitudes
- Deep, granular research about neutralisation processes
- Emotional triggers
- Implicit and explicit attitudes
- How to “unlock the negatives”, that is consumers who are negatively predisposed against Fairtrade

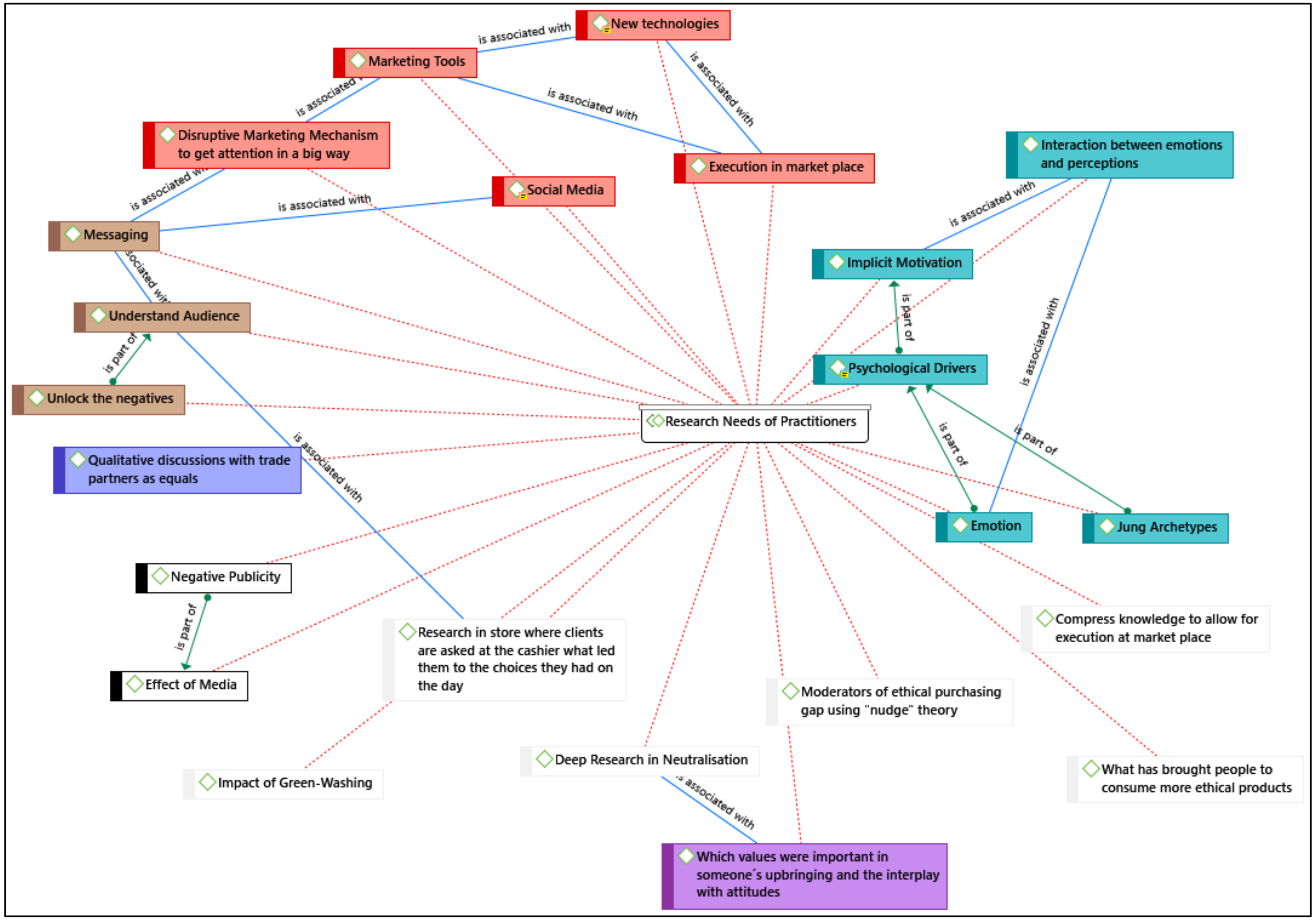

Figure 4-7 Network of Research Needs of Practitioners

5. Quantitative Research

5.1 The Theory of Dual Attitudes

As a result of systematic literature review but also following the interviews conducted, attitudes have been identified to play a key role in consumer decision-making. The theories of TRA and TPB, where attitude is a central element, have been used extensively in literature, especially in social psychology. Nevertheless, they have also been the object of debate and criticism. Some researchers went as far as to denounce their adequacy to explain human social behaviour (Ajzen, 2011, p. 1113).

The expectancy-value models (Panzone, Hilton, Sale, & Cohen, 2016, p. 78) assert that individuals form attitudes based on active cognition. They attach values to products based on the attributes of the latter and derive a final value of the product. The evaluation of the attributes of a product is based upon prior belief. This means that people have access to these beliefs. Wilson, Lindsey, and Schooler (2000, p. 102) posited that attitudes are not "stored evaluations of objects and issues" but rather that at times "people construct on-the-spot attitudes based on information that happens to be accessible at that point in time". Both the former proposal of "Attitudes-as-Stored-Evaluations", as well as the latter "Attitudes-as-Constructions" are subject to limitations. However, both approaches co-exist.

A new attitude can override, but not replace an existing attitude, thus leading to dual attitudes (T. D. Wilson et al., 2000). Implicit cognition suggests that past experience influences the actor in ways that are unknown to him (Belletier et al., 2018, p. 61). Whether the implicit or explicit attitude will be activated depends on the individual´s cognitive capacity to retrieve one or the other (T. D. Wilson et al., 2000) known as "attitude accessibility" (Rocklage & Fazio, 2018, p. 516). Other terms that have been used to denote this distinction are conscious/ unconscious, automatic/controlled, direct/indirect, etc. Attitudes are influenced by past experience that the actor cannot recall or report (Greenwald & Banaji, 1995, pp. 4–5). An explicit response is controllable, intended, made with awareness, and requires cognitive resources (Nosek, 2007, p. 65). Implicit attitudes are attitudes that are automatically activated upon exposure to the object, contrasted with explicit attitudes that require deliberate, conscious thought in their forming process (Setyobudi et al., 2015, p. 316). Research conducted by Govind et al (2019) proved that in the case of ethical consumerism, explicit attitudes had no impact on the choice of consumers. They concluded that:

> "Explicit attitudes are found to be easily influenced by the nature of the stimuli. On the other hand, implicit attitudes are relatively unaffected by the nature of the stimuli present and remain relatively constant". (Govind et al., 2019, p. 1195).

Behaviour is instead guided by implicit attitudes. The theory of dual attitudes has also been explicitly mentioned by one of the Fairtrade practitioners in the qualitative research as being a promising new area of research.

The Implicit Association Test (IAT) is a tool developed exactly in order to identify the implicit attitudes which are otherwise inaccessible to the individual (Greenwald, Nosek, & Banaji, 2003). This test has been employed for the experimental part of this thesis. The experiment is described in detail in the methodology section of the current chapter. To test the explicit attitudes a survey instrument was developed. The results from the two instruments are presented and discussed in the summary of results.

5.2 Construal-Level Theory

Construal-level theory examines the effect of psychological distance on the mental interpretation of inputs (Trope & Liberman, 2010, p. 440). This theory has greatly contributed to the understanding of consumer psychology and consumer decision-making. Psychological distance is defined as the distance between the self in the here and now and the object and is a subjective experience (Trope & Liberman, 2010). The psychological distance can otherwise be defined as the "divergence from direct experience" (Liberman & Förster, 2009, p. 203). Psychological distance may take any of the following four dimensions: temporal: how far in the future or past is the object, spatial: how near or far is the object, social: how close or far from me is the object on social terms or hypothetical, in other words, the probability that an event takes place. These distances are cognitively related to one another, similarly influence and are influenced by the level of the mental construal and in turn affect prediction, preference, and action (Trope & Liberman, 2010). These outcomes are "mediated by construal" (Trope & Liberman, 2010, p. 441), which suggests that an active cognitive process takes place.

It is important to highlight the bi-directional relationship between the level of construal and the perception of psychological distance. The perceived distance from objects or events is associated with how abstractly or concretely objects are construed or represented.

High-level construals are those related to the essential, central, abstract and global features, while low-level construals are related to peripheral, incidental, concrete, specific and local features (Wakslak, Trope, Liberman, & Alony, 2006). Higher-level representations consist of "schematic summaries that capture the essence or gist of something, whereas concrete, lower-level representations incorporate more contextual, readily observable features" (Henderson & Wakslak, 2010, p. 390).

The more the distance between the beholder and the object, the more abstract, simplified and idealised are the mental interprations of the world (Fiedler, Jung, Wänke, & Alexopoulos, 2012, p. 1014). In other words, perceivers are more likely to form higher-level construals, the greater the distance of objects and events (Bar-Anan, Liberman, & Trope, 2006, p. 609). The more an event becomes removed in time, the more people´s decisions are driven by superordinate concerns (ends) and central features, rather than subordinate concerns (means to the ends) and peripheral features (Lynch & Zauberman, 2007). "Traversing psychological distance involves going beyond direct experience, and includes planning, perspective taking, and contemplating counterfactuals" (Liberman & Trope, 2014, p. 364), which suggests an active cognition process.

Dual-process theory and construal level theory (Amit & Greene, 2012; Körner & Volk, 2014) can complement each other, in that dual-process theory acknowledges that one individual may have two distinct and conflicting attitudes towards one object. Through manipulating the psychological distance in experiments, scientists have demonstrated how different types and sizes of psychological distance can influence moral judgements and decision-making (Körner & Volk, 2014). This is especially relevant in the case of FT consumption, as ethical consumption, requires processing of moral judgements, which in turn shape the consumption patterns of an individual.

5.3 Hypotheses´ Development

For the development of the hypotheses of the quantitative part of this thesis, relevant literature on both dual attitudes and construal-level theory has been consulted. These form the basis of the following four hypotheses, which are the core of the empirical research of this thesis.

In a series of four experiments participants placed events described in abstract terms (higher-level construal) further in the future (large temporal distance) than those described in more concrete terms (lower-level construal) (Liberman, Trope, McCrea, & Sherman, 2007, p. 148). Given the bi-directional relationship between construal level and psychological distance (Trope, Liberman, & Wakslak, 2007), it is expected that exposure to general (high-level construal) versus concrete (low-level construal) information on Fairtrade will influence the development of concrete plans to purchase Fairtrade coffee.

Purchase Intentions can be considered as expressions of a plan to act and as such they have been incorporated in the survey tool. According to TRA & TPB intention precedes behaviour (de Leeuw, Valois, Ajzen, & Schmidt, 2015; Shaw, Shiu, & Clarke, 2000). Therefore, in this experiment purchase intentions are tested between subjects further to an exposure to two different conditions, one being high and the other low-level construal, through a question in the self-administered survey. To this end, participants have been asked in this study, if and when they plan to purchase Fairtrade coffee in order to test the effect of the exposure to the high or low-level construal on purchase intentions. The first hypothesis is thus:

> *H1a: Individuals who are exposed to high-level construal information will have less concrete plans to purchase Fairtrade coffee in the near future than those exposed to low-level construal information.*

Govind and colleagues (2019) proved in their experiment on FT consumption that explicit attitudes were influenced by the nature of the stimuli. Thus, the groups are expected to have different reactions, depending on whether they have been exposed to the high or low-level construal stimulus. Directly post-exposure (short-term) a higher effect is expected, as situational cues (stimuli) affect attitude formation (Ajzen & Fishbein, 2000, p. 16; T. D. Wilson et al., 2000; Zanna, 1990, p. 98). The level at which situational cues affect attitudes and behaviour differs for each individual and attitude. As aforementioned, the exposure to low-level construal information is expected to lead to the formation of concrete plans. According to TRA and TPB attitudes precede intention and behaviour. Therefore, it is assumed that the effect of the situational cues on purchase intentions will be higher directly post-exposure (short run) than in the long run.

H1b: The effect of the exposure to stimuli on purchase intentions will be higher in the short run than in the long run.

Moreover, it is expected that the exposure to concrete or specific (low-level construal) information will positively influence explicit attitudes towards Fairtrade coffee, more than in the case of exposure to abstract or general (high-level construal) information.

H2a: A single incidence of low-level construal information will affect EA towards Fairtrade coffee more than in the case of high-level construal.

For the above-mentioned reasons, we expect that this effect will be larger in the short than in the long run.

H2b: This influence will be larger in the short than in the long run.

Implicit attitudes, other than explicit attitudes, are activated outside of the conscious control of an individual. They are largely based on past experience and influence judgements in ways that are known to the individual (Greenwald & Banaji, 1995, p. 4).Therefore self-reported measures are inappropriate to test implicit attitudes, as these suggest the ability to consciously retrieve those attitudes. To test for implicit attitudes, indirect measures are necessary (Greenwald & Banaji, 1995, p. 5). As aforementioned implicit and explicit attitudes can co-exist. The attitude that guides behaviour is dependent on the actor´s cognitive capacity. Implicit attitudes are widely considered to be stable and more resistant to situational influences. Nevertheless, in a recent paper Gawronski et al. (2017) proved that explicit attitudes exhibit more temporal stability than implicit attitudes. However, Gawronski et al. tested the change over a period of one to two months, rather than two weeks, which was the time period employed by Govind et al. (2019) and in the survey carried out in this piece of research.

H3: For a single incidence of exposure to high (low) level construal information, implicit attitudes will remain unchanged both in the short run and in the long run

Govind and colleagues (2019) found a significant effect between implicit and explicit attitudes and brand preference, after exposure to positive or negative information about the brand in question. Implicit attitudes had a significant effect on brand choice, whereas explicit attitudes had not. It is therefore expected that across conditions implicit attitudes and not explicit attitudes have a higher correlation with PI.

H4: Across conditions, implicit attitudes (but not explicit attitudes) will predict the purchase intention.

5.4 Research Design

The objective of the research was to discover possible shifts in explicit and implicit attitudes and purchase intentions and possible time-discounting effects. For this a zero measurement was done as the basis for further comparisons. Another measurement followed directly, after exposure to the stimuli (high- and low-level construal) and a final one two weeks later.

A longitudinal, experimental research design was therefore deployed in order to generate the necessary outputs for the empirical research. More specifically, a one-factor, two-level (information: concrete, abstract) between-subjects, repeated-measures design was developed and utilised. Explicit attitudes, implicit attitudes and purchase intentions are the dependent variables of this model. With the use of a structured questionnaire, participants were asked about their explicit attitudes and intention to purchase FT coffee and finally about their demographics. For the implicit attitudes part, the standard Implicit Attitudes Test (IAT) was modified and adapted to the research context (Greenwald et al., 1998) as this measure is designed to uncover attitudes that are inaccessible to the individual.

The software Qualtrics was used for the data collection of the explicit attitudes (EA) and purchase intentions (PI) part of this empirical research. The survey instrument was a questionnaire with four parts based on Yamoah et al (2016). This survey comprised of an affective and a cognitive component. A five-point Likert scale was employed (1=strongly disagree, 5=strongly agree) for the responses. To assess the purchase intention of the subjects, the subjects had to indicate how probable it was to purchase Fairtrade coffee in the next two weeks. A five-point Likert scale (1=very unlikely, 5=very likely) was also deployed to assess their responses in this part. A scale with a larger number of possible responses was avoided, as this often goes beyond the "discrimination ability" of many subjects. This in turn may lead to satisficing behaviours as participants seek to reduce the cognitive burden (Xu & Leung, 2018, p. 119), thus decreasing the efficacy of such scales.

The IA part on the standard IAT (Greenwald et al., 1998) with seven stages was adapted to accommodate for the needs of this research. According to Greenwald and colleagues, IAT evaluates “implicit attitudes by measuring their underlying automatic evaluation” (1998, p. 1464) and measures the association between a “target-concept discrimination and an attribute dimension” (1998, p. 1465). In this case, the implicit attitudes were evaluated for Fairtrade coffee and possible shifts post-exposure in the short and long run were also evaluated. The strength of IAT is that it can uncover attitudes, which may be otherwise not be expressed by or be inaccessible to the subjects. IAT was run on the online version of Millisecond software, while the statistical analysis of the results of the EA and IA parts of the experiment was run in IBM SPSS Statistics Version 25.

Participants in this experiment were 54 University students and staff from a large University in Madrid, Spain. Further participants were recruited through convenience sampling and included people from the wider social circle of the researcher. The experiment comprised three stages which took place in two sessions (Figure 5-1). The first session included the first two stages, pre- and post-exposure, therefore it had a longer duration than the second session. The following figure presents a concise view of the workflow of the experiment. Further details can be found in the flowcharts of Appendix O.

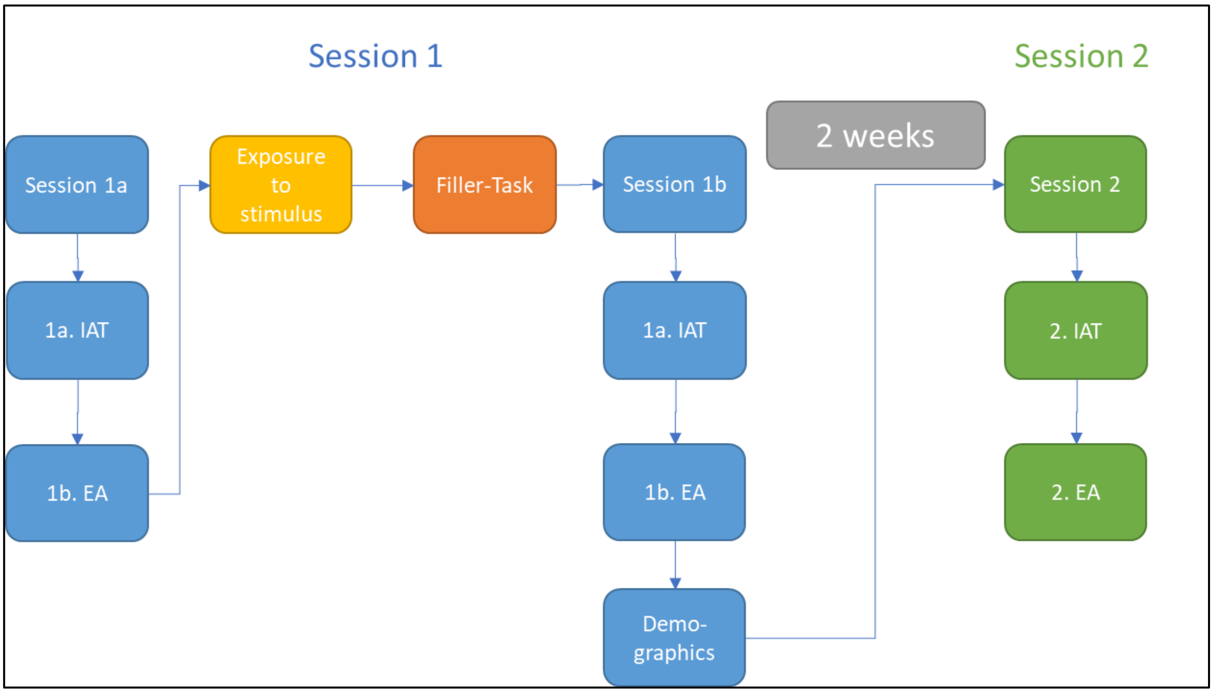

Figure 5-1 Experiment Flow: Concise View

The research assistant assured the participants that their answers would be handled with confidentiality. Moreover, a confidentiality agreement and a consent form were handed out to each participant individually (0). Participants were informed that they could leave the experiment at any time. Enough space was devoted to each participant, so that their responses could not be viewable from other participants. These measures were also taken in order to reduce social desirability bias. Finally, participants were assigned participant numbers to be able to match their responses in the three stages of the experiment.

Firstly, participants took part in IAT. Here it was tested how they perceive fairly traded coffee brand “Tierra Madre” and mainstream brand “Marcilla” (see Appendix J). The participants were shown subsequently product packages of either of the two products in the middle lower part of their screen. Each time a product package was shown on the screen, a negative and a positive adjective *alternatively* appeared on the top left or right-hand corner of the screen. The participants had been instructed to place their left and right pointer-fingers on specific letters on their keyboards (E and I), so that they immediately react to the stimuli. The task here is to associate the “right” adjective to the product package, such as for example in the Age IAT (Nosek et al., 2007) shown in Figure 5-2. In this test participants are asked to associate adjectives, such as old and young to photos of older or younger people. In the case of the Fairtrade IAT the speed of this reaction was measured as an index of the strength of association of positive or negative attitudes towards the product shown.

The adjectives list (attributes) provided and tested by Govind and colleagues (2019) were used and double-blinded translated into Spanish (see Appendix Q and Appendix R). The speed with which the participants associate Tierra Madre/ Marcilla with positive/ negative adjectives is captured in the d-Score of the IAT. Positive d-scores support a stronger association between 'Fairtrade-Good' and 'Conventional-Bad' than for the opposite pairings. Negative d-scores, on the other hand support a stronger association between 'Conventional-Good' and 'Fairtrade-Bad' than for the opposite pairings.

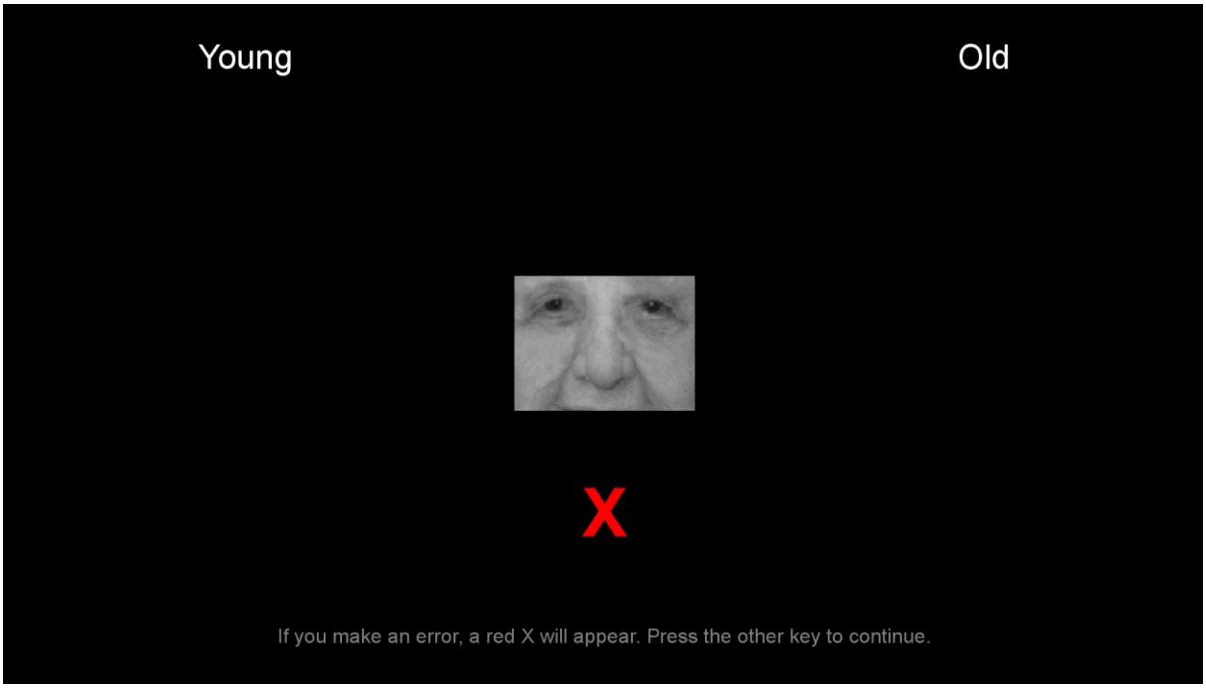

Figure 5-2 Age IAT

Source: Nosek et al., 2007

For the choice of the brand the Spanish coffee market and the shares of different coffee brands were studied. The Oxfam coffee Tierra Madre was chosen, as it is a non-conventional brand, sold under the name of a large, established Non-Governmental Organisation (NGO) Oxfam, rather than choosing a Fairtrade variant of a large, conventional brand. As a conventional brand, the leading player in coffee, Marcilla (Statista, 2018) was chosen (Figure 5-3).

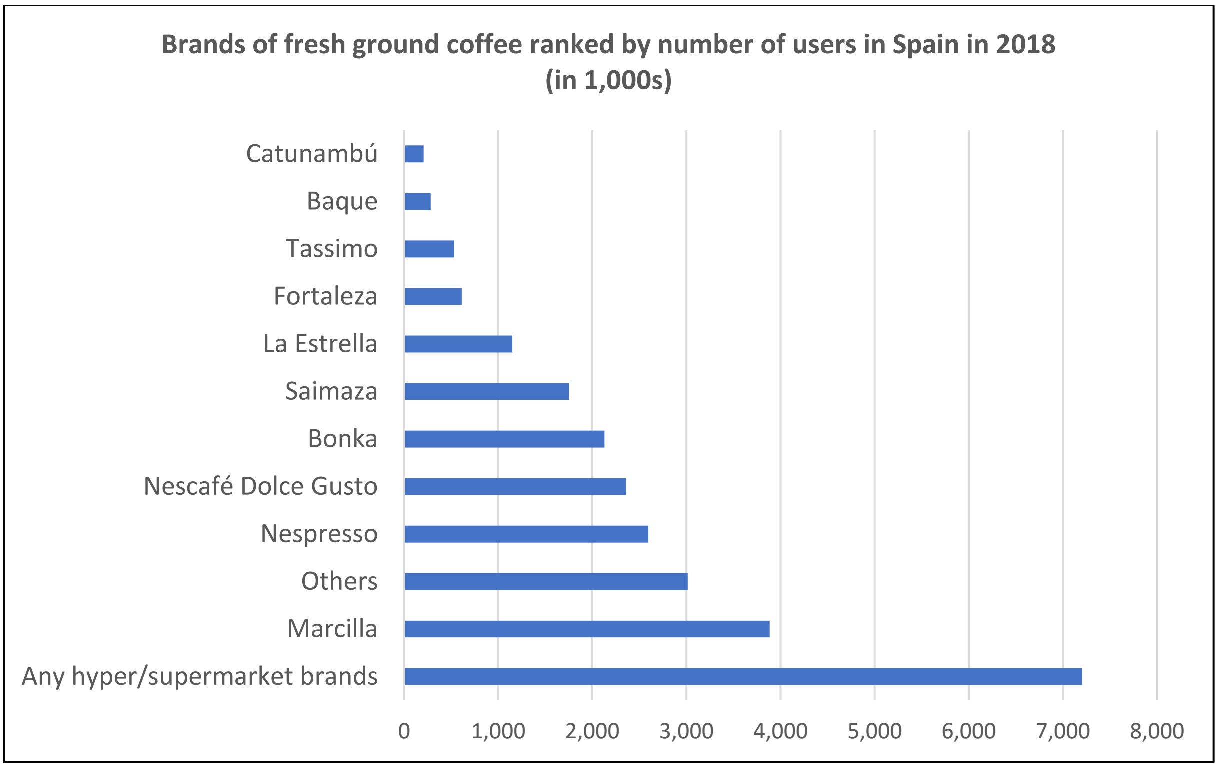

Figure 5-3 Leading brands of fresh ground coffee in Spain 2018

Source: Statista, 2018[4]

Having finished the IAT, the participants were asked to proceed to the Explicit Attitudes (EA) test, followed by a question on the Purchase Intention for Fairtrade coffee. At the end of the session, 1a participants were randomly assigned to one of the two condition groups. One group received a text about Fairtrade with high-level construal (abstract) information and the other group a text with low-level construal (concrete) information.

The high-level construal text described the Fairtrade system on general terms, whereas the low-level construal text described the impact of Fairtrade on a specific community in a Latin America. Both texts have been sourced from two different Fairtrade websites originally written in Spanish and were proof-read by native speaker researchers in the research group (See Appendix M). The level of construal in the text is expected to be a moderator to the psychological distance. Thus, it is expected not only to impact the decision-making, but also the development of plans to buy or not Fairtrade coffee in the future. At the end of the first

[4] Note: Spain; 2018; 15 years and older; 10,488 Respondents. Source(s): Kantar Media; ID 445291

stage, a filler task took place with participants reading a short passage about the weather in Madrid (see Appendix N).

After reading the text about the weather in Madrid, participants were asked to proceed immediately to the second stage, session 1b. Session 1b had the same structure as session 1a. At the end of session 1b, participants were asked to fill in their demographic information. The participants were then thanked and informed of the next appointment. Session 2 took place two weeks later. The participants had to follow the same structure and flow as in session 1a: IAT, EA and PI.

Description of Instrument & Tools		Session 1 Duration: 1 Hour			Session 2 Duration: 30 Minutes
Survey Instrument	**Survey Tool**	**Study 1 Session 1a Pre-Exposure**	**Exposure to different stimuli & Filler Task**	**Study 2 Session 1b Post-Exposure/ Short-Run**	**Study 3 Session 2 Post-Exposure/Long-Run**
1	Inquisit	IAT		IAT	IAT
2	Qualtrics	EA		EA	EA
3	Qualtrics	PI		PI	PI
4a	Text		Condition a: **Abstract Information** (what does FT do, facts & data, high-level construal)		
4b	Text		Condition b: **Concrete Information** about FT farmer (increase empathy, decrease psychological distance, low-level construal)		
5	Text		Filler-Task: read an article about weather in Madrid		

Table 5-1 Study Structure

5.5 Methodology

Due to the categorical nature of the demographic data, descriptive statistics have been used to evaluate the sociodemographic characteristics of the sample. This is presented in detail in Appendix S.

Each hypothesis test starts with a null hypothesis (Sarstedt & Mooi, 2014). The null hypothesis assumes no difference or no effect. The alternative hypothesis is one where some difference is expected. In line with the literature, it was tested for the null hypothesis. There are two outcomes possible here: reject the null hypothesis, thus finding support for the alternative hypothesis, or not reject the null hypothesis. In the case of this doctoral thesis for example, the null hypothesis is that despite exposure to the stimulus, no effect can be registered in the short or the long run.

To evaluate the reliability of the instrument for the explicit attitudes Cronbach´s α was calculated. Reliability analysis tests an instrument´s ability to consistently reflect what it is measuring (Field, 2018, p. 1033). In general, results with values greater than 0.8 are considered to show an adequate internal consistency. Cronbach´s α may be higher when a scale consists of more items, thus leading to false conclusions about the internal consistency of a scale (Field, 2018, pp. 821–823). In this case the scale consists of four items, thus this is considered to be an appropriate use of this method. As a result of Cronbach's α values meeting the above criterion, a factor analysis was conducted on the explicit attitudes' variables and three factor scores were computed, one for each phase of the experiment (session 1a, session 1b, session 2).

All quantitative variables were proofed for normality with the one-sample Kolmogorov-Smirnov test. This test checks if "a distribution of scores is significantly different from a normal distribution" (Field, 2018, p. 1022) and indicates to what extent the observed scores deviate from a normal distribution. This test´s null hypothesis assumes that the variable has a specific distribution (e.g., the normal distribution). Thus, only if the test result is insignificant, in other words the null hypothesis is not rejected, can we assume that the data are drawn from the specific distribution against which it is tested (Sarstedt & Mooi, 2014). The Kolmogorov-Smirnov test, when assuming a normal distribution, compares the scores of the sample with an "artificial set of normally distributed scores that has the same mean and standard deviation as the sample data” (Sarstedt & Mooi, 2014, p. 149). As this approach can yield biased results, the Lilliefors correction can be utilised to minimise bias, as it considers the very fact that the true mean and standard deviation of the population is not known (Sarstedt & Mooi, 2014). The Kolmogorov–Smirnov test is “very sensitive when used on very large samples and often rejects the null hypothesis if very small deviations are present” (Sarstedt & Mooi, 2014, p. 149). In the case of this thesis, the sample size is not very large and therefore the Kolmogorov-Smirnov test appropriate. In this test, in case the null hypothesis holds, then the deviation percentage should be small. Small deviations take therefore high probability or p-values. The null hypothesis is rejected at $p < 0.05$. The Kolmogorov-Smirnov test with the Lilliefors significance correction was run to check for the normality for the three explicit attitudes factor scores, the d-Score resulting from the IAT, and the purchase intention. At PI there is no normality (Table 5-2). Therefore parametric tests are suitable for the three explicit attitudes factor scores, the d-Score, but not for PI, where non-parametric tests are suitable (Sarstedt & Mooi, 2014).

Paired sample and independent sample t-tests were run in order to compare the means of the two groups exposed to the two stimuli (T. K. Kim, 2015). Independent sample t-tests are appropriate when the two groups in question are independent or consisting of different entities (Field, 2018, p. 445). Paired sample t-tests are used when the two means come from “conditions consisting of the same or related entities” (Field, 2018, p. 445). In this case, paired sample tests were used when analysing the results of the participants within each of the groups in different points in time. Independent t-tests were used when the means of the different scores between conditions (group a or group b) were compared.

Analysis of Variance (ANOVA) is used when examining the means of more than two groups of respondents and is appropriate for complex research questions (Sarstedt & Mooi, 2014). For the overall evaluation of the “condition” and “phase” factors on the IA factor, a mixed-design ANOVA (analysis of variance) was utilised where “phase” was set as within-subjects factor and “condition” as between-subjects factor.

	Phase 1	Phase 2	Phase 3
N	24	24	23
EA (p-value)	.149[c]	.078[c]	.200[c,d]
PI (p-value)	.001[c]	.000[c]	.001[c]
IA (p-value)	.200[c,d]	.200[c,d]	.200[c,d]

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Table 5-2 One Sample Kolmogorov-Smirnov Test

Non-parametric correlation coefficients were used to test for the correlation between PI and EA or IA, as it is assumed that there are no specific data distributions (Herzog, Francis, & Clarke, 2019, p. 52) (See Table 5-2). Spearman´s rho is in this case an appropriate test, especially with a small sample (Field, 2018, p. 344). Moreover, since the normality assumption was not met for PI, only non-parametric tests were possible.

In all above presented tests, a 5% level of significance was used (Sarstedt & Mooi, 2014, p. 178):

- p-value (Sig. in SPSS) ≤ α reject H_0
- p-value (Sig. in SPSS) > α do not reject H_0

Results are presented in detail as a contribution to sound scientific practice. Exact p values, effect sizes, correlation coefficients and mean differences are necessary in order to "facilitate knowledge accumulation" (Cho & Abe, 2013, p. 1262).

5.6 Results

5.6.1 Instrument Reliability

To check for instrument reliability for the questionnaire on explicit attitudes, Cronbach´s α for the four dimensions of the explicit attitudes for Fairtrade coffee was calculated. The score proved to be high for all of the three phases of the experiment, respectively 0.803, 0.901 and 0.866 (>0.8). Therefore it is appropriate for cognitive tests, especially when a scale has a lower number of items (Field, 2018, p. 823). As a result, three factor-scores were extracted to denote the values of EA for the three phases of the experiment.

In line with extant literature on the theories of planned behaviour and reasoned action, attitude precedes intention and behaviour (de Leeuw et al., 2015; Shaw et al., 2000). Adding PI to the factor analysis reduces Cronbach´s α to 0.651, proving the hypothesis, that explicit attitudes and purchase intentions are not unidimensional.

5.6.2 Hypothesis 1a & 1b

According to hypothesis 1a, it is expected that the exposure to high-level information will lead to the formation of less concrete plans to purchase Fairtrade coffee in the near future, than in the case of exposure to low-level construal[5]. Hypothesis 1b states that exposure to high or low-level construal will have a greater effect on purchase intention in the short run (Session 1b), than in the long run (Session 2). First of all, the baseline PI score for both groups was identified using independent samples t-tests. These exhibited equal variances. Therefore, it can be assumed that the baseline score of the two groups has no statistically significant differences ($t=1.504$, $df=22$, $p=0.147$).

The differences occurred after being exposed to the two conditions[6] were tested through further independent samples t-tests. Factor condition has a statistically significant effect on the magnitude of the difference between PI_2 and PI_1 ($t= -2.686$, $df = 13.725$, $p=0.018$). For exposure to condition a (PIdif2_1a) the difference on average decreases (mean=-0,8462), whereas for exposure to condition b (PIdif2_1b) the mean increases slightly (mean=0.0909). As expected, the average difference is higher for PI_a than PI_b.

For hypothesis 1b to hold, paired samples t-tests were ran. For subjects exposed to condition a, the null hypothesis of equality of means was supported ($p=1.000$), as well as for those exposed to condition b (0.588). Therefore, the alternative hypothesis cannot be confirmed.

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[5] Definitions:

1. $PIdif_{2\_1} = PI_2 - PI_1$
2. $PIdif_{3\_1} = PI_3 - PI_1$

For hypotheses 1a & 1b to hold, following conditions need to be met:

1. $PIdif_{2\_1a} > PIdif_{2\_1b} > 0$
2. $PIdif_{2\_1a} > PIdif_{3\_1a}$
3. $PIdif_{2\_1a} > PIdif_{3\_1b}$

[6] PI_{1a} & PI_{2a} and PI_{1b} & PI_{2b} (PIdif2_1)

5.6.3 Hypothesis 2

The second hypothesis states that a single incident of exposure to low-level construal information will positively affect explicit attitudes more than the exposure to high-level construal. This effect will be larger in the short run than in the long run. Baseline (t_1) scores between groups were found to have equality of means in the independent samples t-tests (t=-1.024, df=22, p=0.3217), proving condition 1[7].

The independent t-tests confirmed the null hypothesis of equality of means for EA (t=0.555, df=22, p=0.584). Therefore condition 2[7] does not hold.

For the third condition[7] paired samples t-tests were run. In the paired difference both condition a and b had p-values greater than 0.05 (pa= 0.97, pb=0.346), therefore the null hypothesis of equality of means is supported and condition 3 does not hold either for condition a or for condition b.

5.6.4 Hypothesis 3

Hypothesis 3 states that implicit attitudes will remain relatively stable in the three phases of the experiment, regardless of the exposure to condition a or b [8].

To test this, a mixed-design ANOVA was run for IA with time (sessions 1a, 1b, 2) as within-subjects factor and condition as the between-subjects factor. Factor time showed a non-significant effect on IA (F=0.688, df1=2, df2=44, p=0.508). Factor condition demonstrated a

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[7] Definitions:

1. $EAdif_a2\_1=EA2_a- EA1_a$
2. $EAdi_{fa}3\_1= EA3_a- EA1_a$

For the hypotheses 2a and 2b to hold following conditions need to be meet:

1. $EA_{1a}=EA_{1b}$
2. $EAdif_{2\_1a}>EAdif_{2\_1b}$
3. $EAdif_{a2\_1}> EAdif_{a3\_1}$

Above conditions should also hold also for group b.

[8] For hypothesis 3 to hold following conditions must be met:

1. $IA_{1a}=IA_{1b}$
2. $IA_{2a}=IA_{2b}$
3. $IA_{2a}= IA_{1a}$
4. $IA_{3a}=IA_{3b}$
5. $IA_{3a}= IA_{1a}$

statistically non-significant effect on IA (F=1.727, df1=1, df2=22, p=0.202) at a 5% significance level. The interaction between time and condition does not have a statistically significant effect on IA (F=2.983, df1=2, df2=44, p=0.061). The results of this test confirm the hypothesis that IA remain stable over time, despite exposure to different conditions.

5.6.5 Hypothesis 4

Hypothesis 4 states across conditions, implicit attitudes, but not explicit attitudes will predict the purchase intention. To test this hypothesis, non-parametric correlations were run. Spearman´s correlation coefficient is the most common type of correlation used and is appropriate "for calculating correlations between two interval or ratio-scaled variables. It can also be used when one variable is interval or ratio-scale whereas the other is, for example, binary" (Sarstedt & Mooi, 2014, p. 107). In all combinations of interest, the correlation coefficients do not exhibit statistically significant results thus rejecting the alternative hypothesis. As expected, across conditions purchase intentions do not exhibit a correlation with explicit attitudes. However, within the current sample, neither do implicit attitudes correlate with purchase intentions (See Table 5-3).

5.7 Summary of Results

Further to the systematic literature review and an interview of eight Fairtrade practitioners two areas of research have been identified both for being promising, but also not having been applied to FT coffee. Dual attitudes and construal-level theories offer very interesting insights to the behaviour of individuals and as such have been successfully utilised in social and consumer psychology and consumer decision-making research.

In the quantitative research, it was firstly tested whether the exposure to high or low-level construal information affects implicit and explicit attitudes, and purchase intentions and secondly, if implicit or explicit attitudes are better predictors of purchase intentions.

The first assumption was that both exposure to low- and high-level construal information will have a higher short- than long-term effect. The exposure to high-level construal information leads to the formation of less concrete plans (purchase intentions) to purchase Fairtrade coffee in the short run.

For those participants exposed to condition a (high-level construal), on average the difference between t_2 and t_1 was negative, while for participants exposed to condition b (low-level construal) was positive. This confirms the assumption that concrete and specific (low-level construal) information positively influences plans to action and central, abstract or general information (high-level construal) negatively. Contrary to the above assumption, the average difference between t_2 (short-term) and t_1 (pre-exposure to the stimulus) was not larger than the difference between t_3 (long-term) and t_1 for none of the conditions. Therefore, the size of the short-term effect is not larger than the size of the long-term effect.

Both groups of participants exhibited similar baseline explicit attitudes scores (no statistically significant difference). These remained unaffected by exposure to the two different stimuli, probably due to strong social desirability bias.

Within this sample, it cannot be supported that either explicit or implicit attitudes are predictors of purchase intentions, as no statistically significant difference in the correlation of explicit and implicit attitudes to purchase intentions was identified.

		IAT D-Score 1	Explicit Attitudes Score_1	IAT D-Score 2	Explicit Attitudes Score_2	IAT D-Score 3	Explicit Attitudes Score_3
Probability to purchase FT coffee 1	**Correlation Coefficient**	-0.251	-0.111	-0.315	-0.023	-0.353	-0.154
	Sig. (2-tailed)	0.236	0.605	0.134	0.916	0.091	0.483
Probability to purchase FT coffee 2	**Correlation Coefficient**	-0.083	0.142	-0.220	0.128	0.042	0.008
	Sig. (2-tailed)	0.701	0.507	0.301	0.552	0.845	0.973
Probability to purchase FT coffee 3	**Correlation Coefficient**	-0.233	-0.054	0.042	-0.072	0.055	-0.166
	Sig. (2-tailed)	0.274	0.802	0.847	0.738	0.797	0.450

Table 5-3 Effect of IA and EA on PI

6. Conclusions

6.1 Introduction

This last section of the thesis offers a synthesis of the main conclusions obtained from the research. First, the main theoretical contributions derived from the empirical studies are discussed. Then, the practical implications derived from the findings are introduced, especially those that could be useful to marketing practitioners, both working for National Fairtrade Organisations (NFOs), but also those involved with brands that bear the FT mark, or retailers who consider listing FT products or optimising their assortment or marketing of those. Although this research is an advancement of the prior state of knowledge about the consumer decision-making behind a particular FT product, coffee, it must be pointed out that there is a series of limitations that need to be considered. These limitations have guided the identification of future lines of research that could arise from this work and are presented at the end of this chapter.

6.2 Theoretical Contribution

The main objective of this doctoral thesis has been to identify the consumer decision-making behind FT products, and particularly, coffee, the best-known and oldest FT product. To this end, this manuscript contributes to the theory as follows. Firstly, to the best of the author´s knowledge, this manuscript is first attempt to date with a systematic literature review on the purchase decisions behind FT products. Secondly, the study integrates systematically the research needs of marketing practitioners of the FT system in the development of a research agenda, bringing interesting insights and the everyday challenges of the practitioners to the discussion of the ethical purchasing gap. Finally, it combines two very promising theories coming from social-psychology and applies them to the marketing area: the theory of dual attitudes and the construal-level theory, in order to test how purchase decisions for Fairtrade coffee are processed.

The first stage of the research comprised a general literature review in Chapter 2 in order to identify the status of research on ethical consumerism more generally. Then, in Chapter 3, a systematic literature review was conducted with a list of specific keywords combinations, with the aim to identify all relevant contributions for the topic. The methodology of this systematic review has been based on the PRISMA Statement (Moher et al., 2015), which is a methodology with concrete procedures, generally accepted as a robust one for systematic literature reviews. The review has demonstrated the increased interest of the academia in the subject, which is in line with the booming sales of FT products. Many of these empirical articles use as a theoretical background, generally a value-based approach such as Schwartz´s Theory of Values, the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB). Although attitude formation is linked to values and is an intrinsic part of both TRA and TPB, only one article was found that approached the topic from the perspective of the Dual Attitudes Theory. Similar was the case with construal-level theory, where no publication was found. These two theories may be considered as relevant for socio-psychological research. They are also the basis for further empirical analyses, since most of empirical studies carried out until now are only based on explicit measures. While dual attitudes theory extends TRA and TPB, construal-level and dual attitudes theory can complement each other offering interesting insights into human behaviour, which explicit measures alone leave untasted.

The first empirical analysis, developed in Chapter 4, is based on a particular mix of theoretical-qualitative methodological approach developed to combine theory with practice. The objective of the interviews was to conduct a gap analysis between extant academic research and the research needs of FT practitioners. In order to do so, a conceptual framework, that was a synthesis of the literature reviewed, was presented to eight senior FT marketers (Appendix C). In this framework, focused on the words-deeds or ethical purchasing gap, the factors were ordered in three levels: cognitive, affective and behavioural. It identified values as the first step towards attitude formation, intentions as the next step to attitudes, implementation intention and finally actual behaviour. Between all these steps, there are moderators, which may contribute to the ethical purchasing gap, such as situational variables or the effect of neutralisation strategies. FT marketers were asked to offer their views on it. This was a useful step, as often, academic research follows an independent agenda, far from the needs of practitioners, resulting to a relevance gap. Moreover, practitioners are not usually following academic research and although interesting insights have been published in their field, they commonly reach practitioners quite late, if at all.

According to the results obtained with the interviews, the Theory of Dual Attitudes was one of the areas of were FT marketers would welcome academic research. In their view, the decision-making behind FT products is very complex and should not be examined superficially, especially because of the social desirability bias, due to the innate complexity of humans´ social behaviour. In general, individuals manifest more ethical explicit attitudes because they are very concerned about what will others think about them. As a result, this Theory constitutes one of the foundations of the empirical research, the other one being the construal-level theory.

The second empirical study, developed in Chapter 5, demonstrated that implicit attitudes remained stable regardless of the exposure to different stimuli (high or low-level construal) confirming the hypothesis that these are hard to change through marketing interventions. The baseline scores of the two groups did not have statistically significant differences, which was the expected and necessary starting assumption. Moreover, low-level construals lead to the formation of more concrete plans, while the exposure to high-level construals leads to less concrete plans. Besides, the size of the short-term effect is not larger than the size of the long-term effect. The explicit attitudes scores showed no effect after exposure to the two different stimuli, probably due to strong social desirability bias.

Nevertheless, implicit attitudes are not exact predictors of purchase intentions. Thus, it was necessary to provide further explanations to the factors that might have a significant effect then on purchase intentions. It was proved that the average difference of purchase intentions pre-exposure and directly post-exposure was negative for participants exposed to high-level construal (general information). Therefore, offering general information about Fairtrade does not increase the purchase intentions directly post-exposure. This is highly relevant for marketing decisions about point-of-sale materials. Offering low-level construal (concrete, specific) at the point in time where attitudes are formed leads to an increase in purchase intentions. Purchase intentions precede behaviour; therefore, it can be assumed that this will have a positive impact on purchases Fairtrade products. To sum up, this result suggests that low-level construal, that is information concrete and specific, rather than general, may have positive effects in the formation of attitudes, purchase intentions and ultimately purchase behaviour.

6.3 Managerial Implications

In this section FT marketers refers both to the marketers employed by Fairtrade itself and to those working for brands with the FT mark.

Brand management is an important aspect for the marketing of FT products. An interesting dimension related to brand management is that the brands bearing the mark Fairtrade should attempt to build and strengthen relationships with consumers, rather than simply “selling products”, moving from the concept of FT product to FT brand, an appropriate strategy since the market for these products has become an established one. Social media channels can be employed to this end, as they offer opportunities to engage in interactions with consumers and build and sustain relationships, removed from the purely transactional sale/ purchase model. Social media can not only offer the FT brand the opportunity to engage in a dialogue with the consumer, but also in a “trialogue”, where the consumer interacts also with other consumers (Tsimonis & Dimitriadis, 2014). A community of like-minded individuals can lead to increased loyalty towards the Fairtrade brand.

As mentioned above, the more established the Fairtrade markets become, the more should FT marketers, both on behalf of National Fairtrade Organisations and on behalf of brands bearing the mark, think of FT as a brand, rather than simply a label. To this end, it is important to intensify marketing efforts to increase brand equity, as this increases consumers´ loyalty (Rodrigues & Martins, 2016).

Regarding communication, attitudes exhibit duality in different ways: they have cognitive and affective components. They are also controllable (automatic), and continuous (not dichotomous). This suggests that marketing tools and activities that address both cognitive and affective components could be developed with content addressed to both levels, such as, for example, infotainment with infographics on the impact of FT (cognitive, high-level construal) and more emotional content (affective, low-level construal). Posting infographics in social media channels offers bite-size information about Fairtrade, which can help people understand FT better, without having to resort to larger, more theoretical publications, white papers or position papers.

The larger publications can complement the smaller pieces of information offered in the infographics, adding analytical depth and delivering proofs (Reason to Believe), which is a necessary part for the most engaged consumers.

Furthermore, book chapters in relevant academic publications, scientific articles or contributions to conferences can help build trust to the FT system, therefore it is advisable for FT practitioners to continue to maintain good relationships with the academic community. Fairtrade sponsors regularly academic conferences, such as for example the conference titled “More than a fair price” organised by the University of Cologne (“GSSC: Fairtrade Fachtagung” n.d.) or the University of Portsmouth (“Fairtrade Conference Portsmouth University - Campaign Exchange” n.d.).

It can also be advisable to invite members of the public, such as in the case of the conference in Cologne to profile FT organizations as thought-leaders in sustainability and increase credibility.

Fairtrade has an active collaboration with schools and teachers in many countries, where it produces educative material about the system. This material is mainly informative and should offer a level of objectivity, based on impact studies and other evidences. This strategy could also be expanded in countries where Fairtrade is relatively underdeveloped, as for many purchase decisions the children can influence the decision-making of their parents.

For the affective component it is very important to utilise videos depicting the life of a farmer or the impact of FT on a community. An example of such a video is “The Story Behind Your Fairtrade Banana" (YouTube, n.d.). In this video Misalia Martinez, a Fairtrade banana farmer in Colombia is portrayed as a person and not an object, with whom the viewer can build an emotional relationship. The camera follows her very footsteps, thus allowing the viewer to see the world with “her eyes”. Misalia talks about the benefits of Fairtrade for her small banana farm. Seeing the very person who benefits of Fairtrade talk about it builds trust on an emotional level. In the end she talks about her dreams for the future, again appealing to the viewer´s empathy.

As both explicit and implicit attitudes remained stable in the experiment, it can be concluded that increased efforts are necessary to change long-term purchase patterns. Therefore, FT marketers should continuously work on providing above and below the line stimuli in order to motivate relevant purchase decisions. On a practical level this could mean managing social media channels and exploiting other advertising media, which are within the restricted budget of Fairtrade, in such a way, so that consumers are frequently exposed to information about Fairtrade.

Low-level construal information can be offered in-store either with on-pack information or with marketing materials placed in store, on the shelves or in other convenient places in the outlet. In the case of on-pack information, it should be noted that the space is very limited; therefore, the marketer should be very selective about the information offered. Moreover, the FT products should be identifiable, either with the Fairtrade Mark on the front of the package or with supplementary on-shelf material which points to the Fairtrade products on offer, such as shelf strips or shelf stoppers or wobblers.

In the experiment, support was found that the long-term effect of the exposure of low-level or high-level construal is not evident. Thus, it is advisable that Fairtrade marketers negotiate the permanent placement of in-store materials with retailers.

Similar approaches should also be adapted for online retailers. Online retailers have been gaining ground globally, as well as in Spain. In the digital era the boundaries between online and offline shopping diffuse, and many consumers welcome an omnichannel environment (Díaz-Martín, Cruz Roche, Gómez-Suárez, Quiñones García, & Schmitz, 2019). Fairtrade brands cannot afford not to be part of the omnichannel environment. However, as FT organizations propagates fair working and living conditions for everyone on the supply chain, the online strategies of Fairtrade brands need to be well thought-out, so that they avoid criticism, especially since many online retailers have been censored for bad working conditions and tax evasion. FT organizations can therefore choose channels that offer an experiential or brand approach, rather than concentrate on channels, which offer low-price offerings or specialise in the low-price advantage, which is simply the optimisation of the sale, regardless employment conditions and other important factors in the commercialization of Fairtrade products.

6.4 Limitations & Future Research

This section presents the limitations of this piece of research and identifies possible lines of future research.

For the systematic literature review, articles in English in peer-reviewed journals have been considered. Despite them being sourced in three leading databases, this may lead to an omission of culturally specific papers, which are published in languages other than English. Cultural differences have been identified to play a role in the analysis; therefore, inclusion of publications in other languages would complement this research. Contributions in other forms than peer-reviewed articles have also been excluded. Nevertheless, this study followed the current standards in academic research, according to the search parameters used in most literature reviews to date.

A meta-analysis which synthesises information obtained as a result of several studies on one topic or one research question, would be not only an interesting but also a meaningful next step to the systematic literature review presented in this doctoral thesis. Besides, willingness-to-pay (WTP) proved to differ among different countries with empirical studies that focused on this factor, thus offering itself as an interesting field for future research.

Although care was taken to interview FT marketers from four different National Fairtrade Organisations, all with a minimum of seniority to ensure a broad perspective, no practitioners from brands bearing the Fairtrade mark have been interviewed. Therefore, the empirical results can be complemented by another series of interviews with practitioners from the brand-side of things.

Most limitations were raised when applying the experiment. Future research should address these limitations. FT movement is not as well-established in Spain as in other European countries. This may have impacted the results of this study as despite automatic reactions, cognition still is a significant part of decision making. Therefore, it is proposed to run this research in other European countries and compare the results. Switzerland (Max Havelaar Foundation, 2019) is the most advanced FT market worldwide and therefore could offer interesting results for a comparative study.

The effective sample size was smaller than initially planned. Although in many experiments, the sample tends to be small, a useful insight from this piece of research is that for any similar future research designs, the sample size should be higher.

Despite having an IAT component in this study, purchase intentions were tested through a self-administered questionnaire. As such, they may have been influenced by social desirability bias. In the future, actual behaviour could be tested by for example reproducing a supermarket shelf and asking participants to make a choice, in the absence of other participants to reduce this bias.

The IAT should make it impossible for participants to understand what is being assessed. Despite best efforts, there are repeating elements in the experiment, which may have led participants to understand what the study is about, also allowing a further element of social desirability bias to influence the results of the explicit measures.

Finally, the three stages took place in two sessions, two-weeks apart from one another. Future researchers could run a fourth stage on a third session to drive further the understanding of long-term effects.

Regardless of these limitations, as a final remark, it should be pointed out that this research is but a starting point from which to demonstrate how the consumer-decision process of FT products, and specifically of coffee, is. The study findings offer academics and practitioners a reference point for exploiting the opportunities that exist when targeting consumers in order to influence their decision-making towards FT products. The identification of relevant issues related to attitudes and purchase intentions lead us to propose strategic and tactical insights for the marketing mix that will serve to overcome barriers in purchase behaviour and increase the consumers' appeal for FT products.

7. Conclusiones

7.1 Introducción

En este último capítulo de la tesis, se ofrece una síntesis de las principales conclusiones obtenidas de la investigación. En primer lugar, se discuten las principales aportaciones teóricas derivadas de los estudios empíricos. Luego, se presentan las implicaciones prácticas derivadas de los resultados, especialmente aquellas que podrían ser útiles para los profesionales del marketing, tanto los que trabajan en las Organizaciones Nacionales de Comercio Justo (NFO) como para los que están involucrados con productos que llevan la marca de Comercio Justo Fairtrade, así como minoristas que consideren que los productos que distribuyen sean incluidos en la Lista de Comercio Justo Fairtrade. Si bien esta investigación puede representar un avance en relación al conocimiento previo sobre la toma de decisiones de los consumidores de productos de comercio justo y, en particular, del café, se debe señalar que existen una serie de limitaciones que deben ser consideradas. Además, estas limitaciones han servido para guiar la identificación de futuras líneas de investigación que pudieran surgir de este trabajo y que se presentan al final del capítulo.

7.2 Implicaciones teóricas

El objetivo principal de esta tesis doctoral ha sido identificar cómo se lleva a cabo la toma de decisiones de los consumidores relativas al comercio justo y, en particular, al producto más conocido y antiguo en este ámbito de estudio, el café. Por ello, en este apartado se presentan las implicaciones teóricas de la tesis, que se discuten a continuación.

En primer lugar, teniendo en cuenta la revision realizada y que nososotros sepamos, es el único manuscrito hasta la fecha en el que se ha desarrollado una revisión sistemática de la literatura sobre las decisiones de compra relativas a los productos de comercio justo. En segundo lugar, este estudio supone un intento de confrontar e integrar, también de forma sistemática, las necesidades de investigación de los gestores de marketing del sistema comercio justo con los desarrollos académicos realizados previamente sobre el “gap” o brecha de compra ética, aportando nuevos indicios al debate sobre los desafíos cotidianos que afrontan los profesionales de este sector. Por último, combina asimismo, y por primera vez, dos teorías de la psicología social que se trasladan al ámbito de marketing: la teoría de las actitudes duales y la teoría del nivel de interpretación, con el fin de comprobar cómo se realiza el proceso de decisión de compra de café de comercio justo.

La primera etapa de la investigación ha comprendido primero una completa revisión de la literatura más general con el fin de determinar cómo se encuentra actualmente la investigación sobre el consumo ético. Esta revisión, realizada en el capítulo 2, sirve como antecedente de la revisión sistemática desarrollada en el capítulo 3, que se basa en una lista de combinaciones de palabras clave específicas. El objetivo ha sido identificar todas las contribuciones relevantes sobre este tema. La metodología utilizada en esta revisión sistemática se ha basado en la Declaración PRISMA (Moher et al., 2015), que es una método robusto desarrollado a partir de determinados procedimientos y fases concretas.   La revisión ha demostrado el creciente interés de la investigación en el tema, especialmente en los últimos años, algo que también está en concordancia con el auge de las ventas de productos de comercio justo. Muchos de estos artículos empíricos utilizan generalmente como trasfondo teórico un enfoque basado en valores como la Teoría del Sistema de Valores de Schwartz. También se pueden sustentar en otras teorías como la Teoría de la Acción Razonada (TRA) y la Teoría del Comportamiento Planificado (TPB). Si bien la formación de actitudes está ligada a valores y es parte intrínseca tanto de TRA como de TPB, solo se ha encontrado un artículo que aborda el tema desde la perspectiva de la Teoría de Actitudes Duales. En el caso de la Teoría del Nivel de Interpretación, no se ha encontrado ninguna publicación. En nuestra opinion, estas dos teorías pueden considerarse relevantes para la investigación socio-psicológica. Estas dos teorías también son la base de los análisis empíricos posteriores, ya que las medidas de actitud explícita que se han utilizado en la mayoría de las investigaciones empíricas realizadas hasta la fecha no sirven por sí solas para explicar el comportamiento humano en profundidad. De ahí que en esta tesis, se acuda a la Teoría de las Actitudes Duales, extendiendo los planteamientos de las teorías más generales de comportamiento de compra (TRA y TPB), y además, se complemente con la Teoría del Nivel de Construcción, ofreciendo una visión más amplia de este comportamiento.

El primer análisis empírico, que se aborda en el capítulo 4, se basa en un enfoque metodológico propio, de tipo teórico-cualitativo desarrollado para combinar teoría y práctica. El objetivo de las entrevistas era realizar un análisis de las discrepancias entre la investigación académica y las necesidades de investigación de los profesionales de comercio justo. Para ello, se ha presentado un marco conceptual, síntesis de la literatura revisada, a ocho gestores de primer nivel directivo, expertos en comercio justo (Apéndice C). El marco teórico se centra en el "gap" o brecha compra ética (o brecha palabras-hechos). Los factores o variables se han ordenado en función de tres niveles: cognitivo, afectivo y conductual. Como primer paso hacia la formación de actitudes, se identifican los valores. El siguiente paso está representado por las intenciones de compra, seguidas por la implementación y finalmente, por el comportamiento real. Entre todos estos pasos, hay moderadores que pueden contribuir a la brecha de compra ética, como las variables situacionales o el efecto de las estrategias de neutralización. Se ha pedido a los comercializadores de comercio justo que ofrezcan su punto de vista al respecto de este posible esquema. Este fue un paso útil para el estudio, ya que a menudo la investigación académica sigue una agenda independiente, lejos de las necesidades de los profesionales, lo que genera una "brecha" de relevancia. Además, los profesionales no suelen seguir la investigación académica y, aunque se han publicado ideas interesantes en su campo, los resultados suelen llegar a los profesionales bastante tarde en el tiempo, si es que lo hacen.

Según los resultados obtenidos en las entrevistas, la Teoría de las Actitudes Duales fue una de las áreas procedentes de la investigación académica a las que los especialistas en marketing de comercio justo darían la bienvenida. En su opinión, la toma de decisiones que suponen los productos de este tipo por parte de los consumidores es muy compleja y no debe examinarse superficialmente. Especialmente, se detecta un cierto sesgo de deseabilidad social debido a la complejidad innata del comportamiento social de los seres humanos. Es decir, los sujetos manifiestan actitudes más éticas cuando se les pregunta directamente por sus actitudes hacia productos de comercio justo debido al "qué dirán". Estas actitudes luego no se trasladan a sus comportamientos. Como resultado, la utilización de la Teoría de las Actitudes Duales, que ya se había detectado como importante en la revisión sistemática del capítulo anterior, se ve reforzada a la hora de constituirse como uno de los fundamentos de la investigación empírica posterior, complementada, a su vez, por la teoría a nivel de construcción.

El segundo estudio empírico, que se aborda en el capítulo 5, demuestra que las actitudes implícitas se mantienen estables independientemente de la exposición a diferentes estímulos (interpretación de alto o bajo nivel) confirmando la hipótesis de que estas actitudes, a diferencia de las explícitas, son difíciles de cambiar mediante actuaciones relativas a las variables de marketing. Las puntuaciones basales de los dos grupos no han presentado diferencias estadísticamente significativas, supuesto básico de partida esperado y necesario en la investigación. Además, las interpretaciones de bajo nivel conducen a la formación de planes más concretos, mientras que la exposición a interpretaciones de alto nivel conduce a planes menos concretos. Adicionalmente, el efecto a corto plazo no es mayor que el efecto a largo plazo, lo que quiere decir que las puntuaciones promedio en actitudes explícitas no han mostrado ningún efecto después de la exposición a dos estímulos diferentes, probablemente debido al fuerte sesgo de deseabilidad social.

No obstante, las actitudes implícitas no son predictores exactos de las intenciones de compra, por lo que se ha tenido que seguir analizando qué otros componentes pudieran tener un efecto significativo en la intención de compra. Así, se demuestra que la diferencia promedio de intenciones de compra pre-exposición y directamente post-exposición ha sido negativa para los participantes expuestos a una interpretación de alto nivel (información general). Por lo tanto, ofrecer información general sobre comercio justo no sirve para generar una mayor intención de compra, al menos directamente después de la exposición. Este resultado es relevante a la hora de tomar decisiones de marketing sobre qué tipo de materiales de punto de venta se deberían diseñar, pues ofrecer una interpretación de bajo nivel (concreta, específica) en el momento en que se forman las actitudes conduce a una mayor intención de compra. Las intenciones de compra preceden al comportamiento; por lo tanto, se puede suponer que una intención más positiva puede tener un impacto positivo en las compras de este tipo de producto. Por consiguiente, un nivel de interpretación de bajo nivel, es decir, ofrecer información concreta y específica, más que general, tendrá un efecto positivo y significativo en la formación de actitudes, de intenciones de compra y, en última instancia, en el comportamiento de compra.

7.3 Implicaciones en la gestión

En este apartado, nos referiremos a dos tipos de profesionales: aquellos que comercializan directamente productos de comercio justo y aquellos que trabajan para empresas que tienen la etiqueta (o marca) Fairtrade.

La gestión de marca es importante para la comercialización de productos de comercio justo (Fairtrade). Una cuestión interesante relativa a decisiones de marca es que aquellos productos que llevan la etiqueta de comercio justo (Fairtrade) deberían intentar construir y fortalecer las relaciones con los consumidores, en lugar de simplemente "vender productos", pasando del concepto de producto de este tipo a una marca más sólida, con una estrategia adecuada. Las redes sociales se podrían emplear con este fin, ya que ofrecen oportunidades para interactuar con los consumidores y construir y mantener relaciones, alejados del modelo puramente transaccional de compra / venta. Las redes sociales no solo pueden ofrecer a una marca de comercio justo la oportunidad de entablar un diálogo con el consumidor, sino también en un “diálogo a tres bandas”, donde el consumidor interactúa también con otros consumidores (Tsimonis & Dimitriadis, 2014), es decir, una comunidad de personas con ideas afines que puede conducir a una mayor lealtad hacia la marca de comercio justo.

Como se ha señalado a lo largo de esta tesis, cuanto más establecidos están los mercados de comercio justo, más numerosos son los comercializadores de este tipo de productos, tanto en nombre de las Organizaciones Nacionales de Comercio Justo como en nombre de las marcas denominadas de comercio justo o “Fairtrade”. Por tanto, se debería pensar en Fairtrade como una marca, en lugar de simplemente como una etiqueta. Para ello, es importante intensificar los esfuerzos de marketing para aumentar el valor de marca, ya que cuando éste aumenta, se incrementa, a su vez, la lealtad de los consumidores (Rodrigues & Martins, 2016).

En cuanto a comunicación, las actitudes del consumidor poseen una dualidad que hemos comentado a lo largo de la tesis, con componentes cognitivos y afectivos. También son factores controlables (automáticos) y continuos (no dicotómicos). Por tanto, las herramientas y acciones de marketing que supongan el desarrollo de ambos componentes (cognitivos y afectivos) podrían generarse con contenidos dirigidos que los combinen, como por ejemplo, el info-entretenimiento basado infografías sobre el impacto del comercio justo (cognitivo, interpretación de alto nivel) mezcladas con contenidos de tipo más emocional (interpretación afectiva, de bajo nivel). La publicación de estas infografías en redes sociales podría generar información detallada sobre comercio justo, que ayude a las personas a comprender de una manera muy sencilla qué significan este tipo de productos, sin tener que recurrir a publicaciones, libros blancos o documentos mas prolijos o teóricos.

Las publicaciones más extensas pueden complementarse con este tipo de información muy concreta que se ofrece en las infografías, agregando además profundidad analítica y facilitando motivos para consumer estos productos (las denominadas “razones para creer” o “*Reason to Believe*”), que son algo muy necesario a la hora de generar compradores con mayor nivel de compromiso.

Asimismo, los capítulos de libros en publicaciones académicas relevantes, artículos científicos o contribuciones a conferencias también pueden ayudar a generar confianza en el sistema de comercio justo, por lo que es recomendable que los profesionales de este sector continúen manteniendo buenas relaciones con la comunidad académica. Por ejemplo, Fairtrade patrocina regularmente conferencias académicas, como la conferencia denominada "Más que un Precio Justo", organizada por la Universidad de Colonia ("GSSC: Fairtrade Fachtagung" nd) o la “Conferencia de Comercio Justo – Campaña de Intercambio” organizada por la Universidad de Portsmouth en Dakota del Norte).

Aparte de dirigirse a académicos, en este tipo de conferencias también podría invitarse a miembros de un público más general, algo que permitiría posicionar a organizaciones de comercio justo como líderes de opinión en sostenibilidad y aumentar la credibilidad.

La organización Fairtrade tiene una colaboración activa con escuelas y profesores en muchos países, donde produce material educativo sobre el sistema de comercio justo. Este material es principalmente informativo y debe ofrecer un nivel de objetividad, basado en estudios de impacto y otro tipo de evidencias. Este tipo de contenidos también podría ampliarse en países donde el comercio justo no está muy desarrollado, ya que en muchas decisiones de compra los niños pueden convertirse en un agente de influencia importante en la toma de decisiones de sus padres.

Para el componente afectivo, es muy importante utilizar videos que describan la vida de un agricultor o el impacto del comercio justo en una comunidad. Un ejemplo de un video de este tipo es “The Story Behind Your Fairtrade Banana" (YouTube,” sin fecha). En este video, Misalia

Martínez, un agricultor de plátano de comercio justo en Colombia es retratado como una persona y no como un objeto, de forma que el espectador puede construir una relación emocional con él. La cámara sigue sus propios pasos, lo que permite al espectador ver el mundo a través de "sus ojos". Misalia habla sobre los beneficios del comercio justo para su pequeña finca bananera. Ver a la persona que se beneficia de este tipo de productos hablando sobre la cuestión genera confianza a un nivel emocional, pues comenta sus sueños de futuro, apelando nuevamente a la empatía del espectador.

Dado que tanto las actitudes explícitas como las implícitas se han mantenido estables en el experimento, se puede concluir que son necesarios mayores esfuerzos de marketing para conseguir cambiar patrones de compra a largo plazo. Por lo tanto, los comercializadores de productos de comercio justo deben trabajar continuamente para proporcionar estímulos basados en comunicación convencional y no convencional (los denominados por encima y por debajo de la línea o *above/below the line*) para motivar decisiones de compra relevantes. En la práctica, se traduciría en administrar las redes sociales pero también explotar otros medios publicitarios, que estén dentro del presupuesto a veces escaso de las organizaciones de comercio justo, de tal manera que los consumidores estén expuestos con frecuencia a información sobre la cuestión.

La información de interpretación de bajo nivel se puede ofrecer en la tienda, ya sea mediante información incluida en el envase o mediante materiales de comunicación en el punto de venta, colocados en lugares convenientes en el lineal o en otros lugares relevantes del establecimiento. En el caso de la información en el envase, debe tenerse en cuenta que el espacio es muy limitado; por lo tanto, el comercializador debe ser muy selectivo con la información ofrecida. Además, los productos de comercio justo deben ser fácilmente identificables, ya sea porque incluyan la marca Fairtrade en la parte frontal del paquete o mediante material complementario en el estante que indique qué productos de comercio justo se ofrecen, utilizando para ello reclamos en la estantería o los denominados "*wobblers*" (soportes adhesivos que resaltan determinada información dentro del lineal).

En el experimento realizado en el capítulo 5, se ha encontrado evidencia empírica suficiente para soportar la asunción de que el efecto a largo plazo de la exposición de una interpretación de bajo o de alto nivel no comporta resultados diferentes. Por lo tanto, es recomendable que los comercializadores de productos de comercio justo negocien la colocación permanente de materiales en la tienda con los minoristas.

También deberían adaptarse enfoques similares para los minoristas que comercializan productos online. Este tipo de distribuidores ha ido ganando terreno internacionalmente, también en España. En la era digital, los límites entre las compras online y offline se difuminan y muchos clientes se han trasladado al entorno *omnicanal* (Díaz-Martín, Cruz Roche, Gómez-Suárez, Quiñones García, & Schmitz, 2019). Las marcas de comercio justo no pueden permitirse el lujo de no ser parte de este tipo entorno (*omnicanal*). Sin embargo, dado que las organizaciones de comercio justo proclaman condiciones de vida y de trabajo justas para todos en la cadena de suministro, las estrategias *online* de las marcas comercializadoras de este tipo de productos deben estar bien planificadas, de modo que eviten las críticas, especialmente porque muchos minoristas online han sido censurados por las malas condiciones de trabajo y evasión de impuestos. Por lo tanto, las organizaciones de comercio justo deben elegir canales que ofrezcan un enfoque experiencial o de marca, en lugar de concentrarse en aquellos minoristas *online* que ofrecen precios bajos o que se especializan en la ventaja en costes, lo que constituye simplemente una optimización de la venta, sin pensar en las condiciones de empleo u otros factores importantes en la comercialización de productos de comercio justo.

7.4 Limitaciones e investigaciones futuras

En este último apartado se presentan las limitaciones de esta investigación y se identifican las posibles líneas de investigación futura.

En la revisión sistemática de la literatura, se han considerado únicamente artículos en inglés en revistas revisadas por pares. A pesar de que provienen de tres bases de datos bibliográficas relevantes, se pueden haber omitido algunos artículos que se publican en idiomas distintos del inglés y que remiten a aspectos culturales específicos de determinados países. Como se han identificado diferencias culturales que desempeñan un papel importante, la inclusión de publicaciones en otros idiomas complementaría los resultados del presente estudio. También se excluyeron las contribuciones en otras formas que no sean artículos revisados por pares, por lo que se pueden haber excluido algunas fuentes bibliográficas que pudieran ser de interés. No obstante, la mayoría de las revisiones de literatura que se hacen en la actualidad utilizan como parámetros de búsqueda los aquí empleados, por lo que hemos seguido los estándares de la investigación académica actual.

Un meta-análisis posterior podría sintetizar la información obtenida como resultado de varios estudios sobre el tema objeto de estudio o una pregunta de investigación. Por lo tanto, este meta-análisis sería un paso siguiente interesante y significativo para la revisión sistemática de la literatura presentada en esta tesis doctoral. Adicionalmente, la propensión de pago (*willingness-to-pay*, WTP) ha demostrado ser diferente entre los distintos países en los que se ha realizado investigaciones empíricas con este factor como objeto de estudio, por lo que puede suponer un área de estudio interesante para futuras investigaciones.

Aunque se ha tenido el cuidado de entrevistar a comercializadores de cuatro Organizaciones Nacionales de Comercio Justo diferentes, todos ellos con un mínimo de antigüedad como profesionales para garantizar una perspectiva amplia, no se ha entrevistado a ningún profesional que gestione directamente una marca que lleve la etiqueta Fairtrade. Por lo tanto, los resultados empíricos pueden complementarse con otra serie de entrevistas con este tipo de gestores de marca.

La mayoría de las limitaciones han surgido al aplicar el experimento. Por tanto, las investigaciones futuras deberían superar las cuestiones que vamos a enunciar a continuación. El movimiento de comercio justo no está tan arraigado en España como en otros países europeos, algo que puede haber afectado los resultados de este estudio, ya que a pesar de las reacciones afectivas automáticas, los aspectos cognitivos siguen siendo una parte importante de la toma de decisiones. Por tanto, se propone realizar esta investigación en otros países europeos y comparar los resultados. Por ejemplo, Suiza (Fundación Max Havelaar, 2019) es el mercado de productos de comercio justo más avanzado del mundo y, por lo tanto, los datos procedentes de este país podrían ofrecer resultados interesantes para un estudio comparativo.

El tamaño de muestra efectivo obtenido finalmente fue menor de lo que se planificó en un primer momento. Aunque en muchos experimentos, la muestra suele ser pequeña, en el diseño de un estudio posterior, el tamaño muestral debería ser mayor.

A pesar de tener un componente IAT en este estudio, las intenciones de compra se obtuvieron mediante un cuestionario auto-administrado. Por tanto, los resultados pueden haberse visto influidos por el sesgo de deseabilidad social. En el futuro, el comportamiento real se podría obtener, por ejemplo, reproduciendo un estante de un supermercado y pidiendo a los participantes que elijan las marcas, en ausencia de otros participantes, para reducir así este tipo de sesgo.

El IAT debería enmascarar la comprensión por parte de los participantes sobre lo que se está evaluando. A pesar de haber realizado un esfuerzo por conseguir cumplir esta premisa, hay elementos que se repiten en las tres etapas del experimento, lo que puede haber llevado a los participantes a comprender de qué se trata la investigación, permitiendo asimismo que el sesgo de deseabilidad social influya en los resultados de las medidas explícitas.

Por último, las tres etapas del experimento se llevaron a cabo en dos sesiones, con dos semanas de diferencia entre sí. En las futuras investigaciones se podría incluir una cuarta etapa en una tercera sesión para impulsar aún más la comprensión de los efectos a largo plazo.

Independientemente de estas limitaciones, como comentario final, conviene señalar que esta investigación supone un punto de partida para demostrar cómo es el proceso de decisión del consumidor de los productos de comercio justo y, en particular, del café. Los resultados del estudio ofrecen a los académicos y profesionales una referencia útil para aprovechar las oportunidades existentes al dirigirse a los consumidores, con el fin de influir en su toma de decisiones relativas a productos de comercio justo. La identificación de temas relevantes relacionados con actitudes e intenciones de compra nos ha permitido proponer una serie de ideas con componentes estratégicos y tácticos del marketing mix que pueden servir, a su vez, para superar las barreras a la compra de productos de comercio justo y así aumentar el atractivo que los consumidores pueden encontrar en la adquisición de este tipo de productos.

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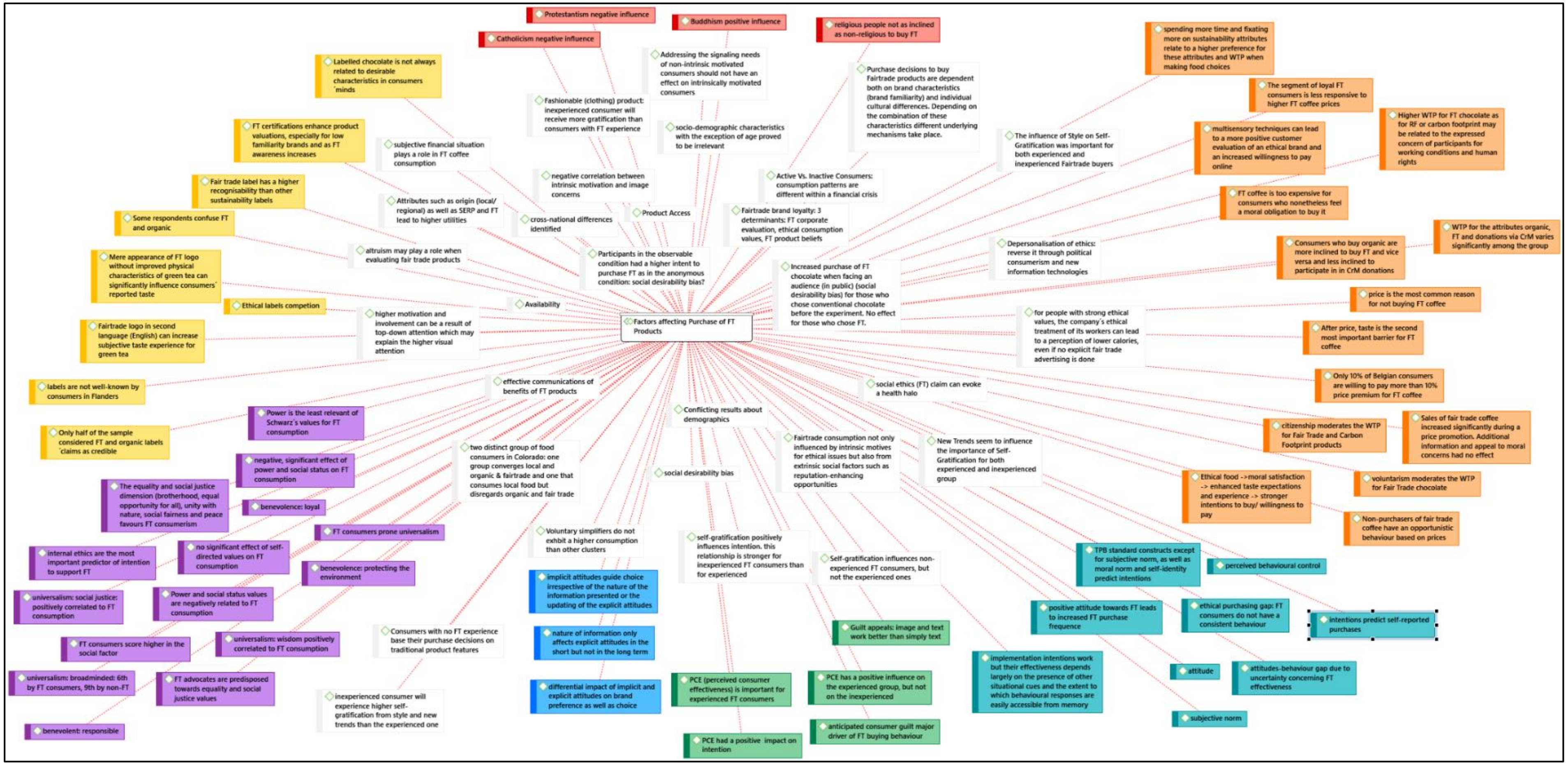
List of Abbreviations

4C	Common Code for the Coffee Community
AFN	Alternative Food Network
ANOVA	Analysis of Variance
ATO	Alternative Trade Organization
C.A.F.E.	Coffee and Farmer Equity Program
CO_2	Carbon-Dioxide
CPE	Consumer Perceived Ethicality
CrM	Cause-related Marketing
CSR	Corporate Social Responsibility
EA	Explicit Attitudes
ECV	Ethical Consumption Values
EFTA	European Fair Trade Association
FDB	Danish Consumers' Cooperative Society
FLO	Fair Trade International
FLO e.V.	Fair Trade Labeling Organization—Standard Setting and Producer Support
FLO	Fairtrade Labelling Organisation
FLO-CERT	Fair Trade Labeling Organization—Inspection and Certification of Producer Organizations
FTBL	Fair Trade Brand Loyalty
FTCE	Fair Trade Corporate Evaluation
FTF	Fair Trade Federation
FTO	Fair Trade Organization
FTPB	Fair Trade Product Beliefs
FTUSA	Fair Trade USA
GM	Genetically modified
GWC	Good Working Conditions
IA	Implicit Attitudes
IAT	Implicit Attitudes Test
IBFAN	International Baby Food Action Network
ICA	International Coffee Agreement
ICO	International Coffee Organization
ICR	International Coffee Producers' Register

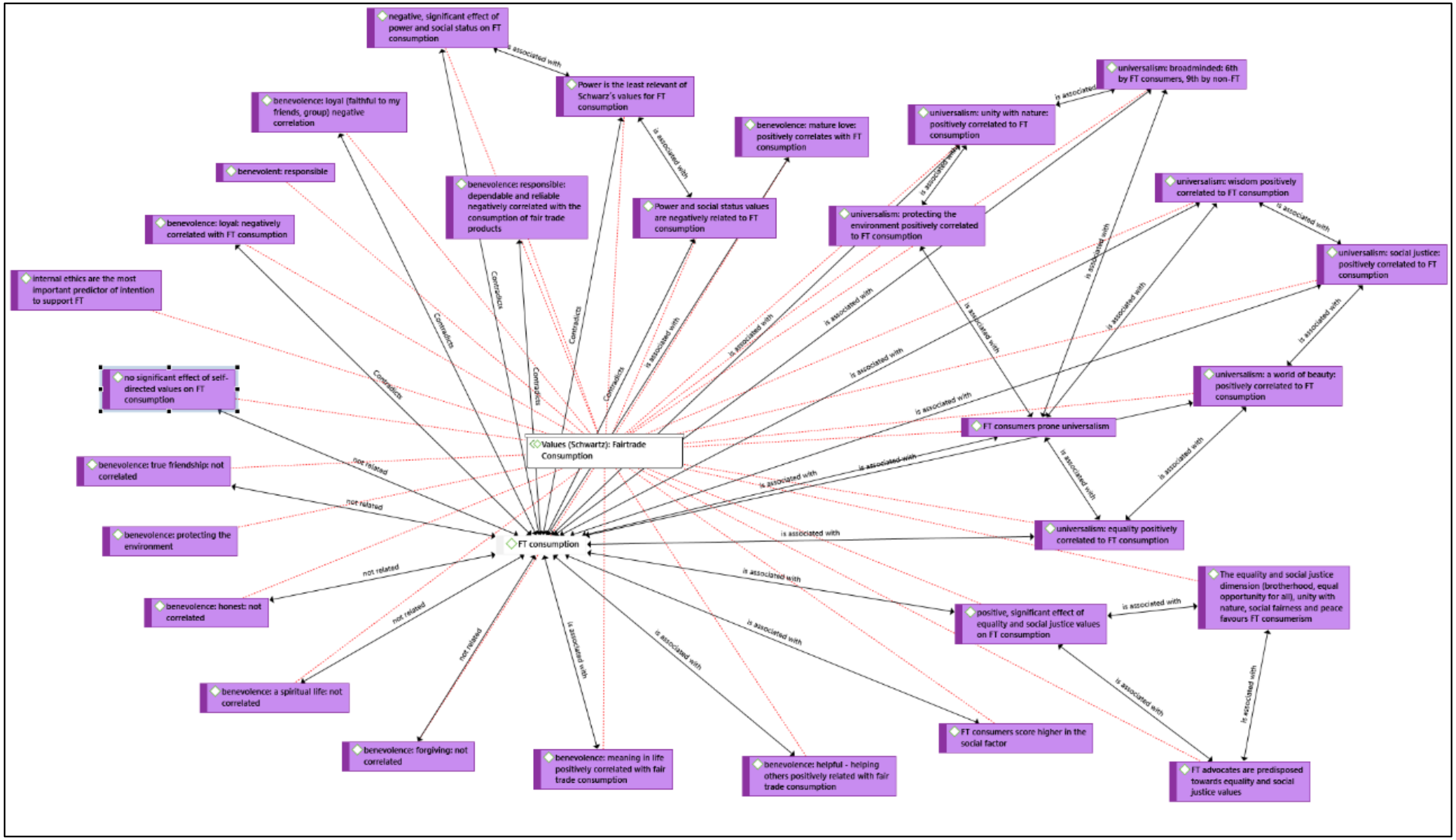
IFAT	International Federation for Alternative Trade
ILO	International Labor Organization
IMF	International Monetary Fund
ISMAM	Indigenes de la Sierra Madre de Motozintla
KNCU	Kilimanjaro Native Cooperative Union
MCC	Mennonite Central Committee
NAATO	North American Alternative Trade Organization
NCA	National Coffee Association
NEWS!	Network of European World Shops
NGO	Non-Governmental Organisation
P&G	Procter and Gamble
PBC	Perceived Behavioural Control
PCE	Perceived Consumer Effectiveness
PI	Purchase Intentions
RA	Rainforest Alliance
RM	Resource Mobilization
SAP	Structural Adjustment Program
SDG	Sustainability Development Goal
SERRV	Sales Exchange for Refugee Rehabilitation and Vocation
SFTMS	Sustainable Fair Trade Management System
SN	Subjective Norm
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
SMO	Social Movement Organization
UC	UTZ Certified
UNCTAD	United Nations Conference on Trade and Development
USDA	United States Department of Agriculture
VCA	Value Chain Analysis
WFTO	World Fair Trade Organization
WTO	World Trade Organization
WTP	Willingness to Pay

Appendices

Appendix A Systematic Review – Network: General View



Appendix B Network of value-related codes



Appendix C Interview Guide

Semi-structured Interview

Ethical Consumerism

Date:

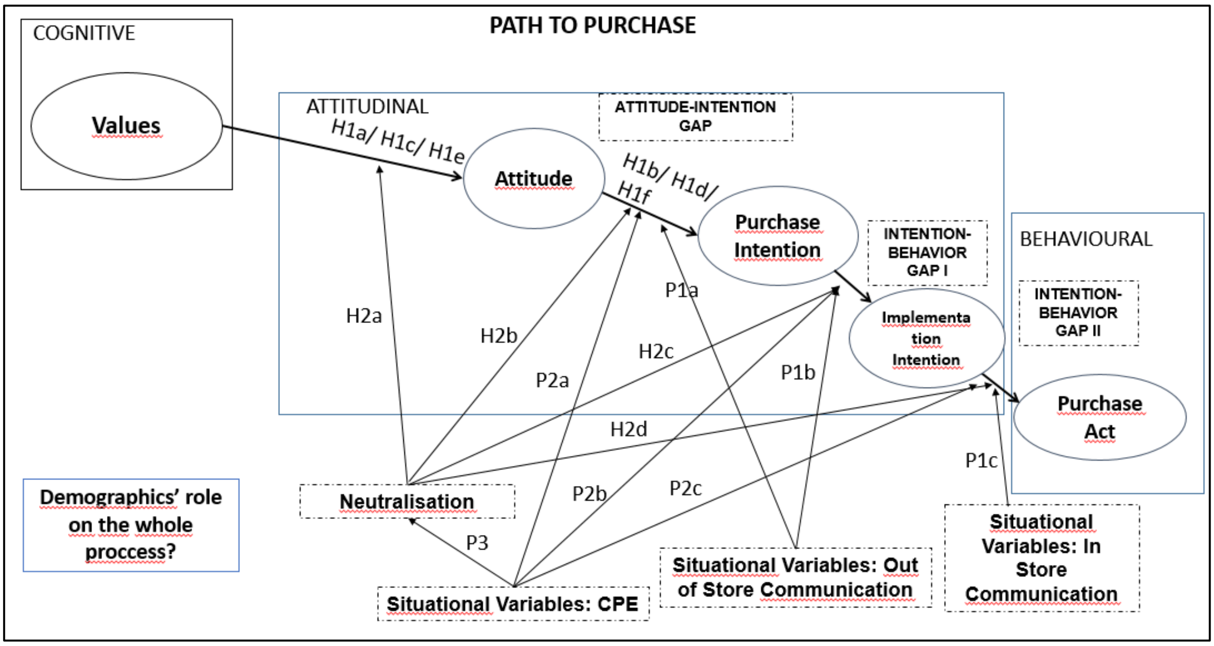
Interviewer:

Interviewee:

Introduction:

This is part of my doctoral research, where I have just finished the theoretical research and I am now starting the empirical part. However, before I do this, I wanted to consult you and other senior Fairtrade marketers and campaigners. The reason for this is that I believe that research should not only serve the needs of the academic community, but also be able to offer tangible results for practitioners. To this end, I would like to show you the graph below and to hear your feedback.

Introduction to the problematic from the academics' point of view:



This graph shows the path to purchase as it has been identified in the literature. It recognises that there is a gap between the values that individuals claim to have and the final purchase act. Cracking this could offer useful insights to practitioners like you and help you motivate more consumers/ citizens to support the cause of fair trade.

Questions

1. Does this look like a realistic representation to you?

2. If you were to make your own representation of the path to purchase, what would it look like?
3. In your mind, what are the greatest challenges you face as a marketer/ campaigner? (some suggestions, but not an exhaustive list)
    a. Lack of resources:
        i. Human
        ii. Funding
        iii. Time
    b. Lack of understanding of the consumer mind
    c. Perplexity of the shopping environment
    d. Difficulty in engaging mainstream brands
4. If you were to draw your own research plan, what would be (up to 3) questions that you would like to be answered?

Appendix D Consent Form

Consent for participation in a research interview

Project Title: Ethical Consumerism: Consumer Decision-Making Processes

Sponsor: Spanish Ministry of Economy and Competitiveness under grant number ECO 2015-69103- R.

I agree to participate in a research project led by Dr. Mónica Gómez-Suárez from the Universidad Autónoma de Madrid (UAM), Spain. The purpose of this document is to specify the terms of my participation in the project through being interviewed.

1. I have been given sufficient information about this research project. The purpose of my participation as an interviewee in this project has been explained to me and is clear.
2. My participation as an interviewee in this project is voluntary. There is no explicit or implicit coercion whatsoever to participate.
3. Participation involves being interviewed by (a) researcher(s) UAM. The interview will last approximately 30 minutes. I allow the researcher(s) to take written notes during the interview. I also may allow the recording (by audio/video tape) of the interview. It is clear to me that in case I do not want the interview to be taped I am at any point of time fully entitled to withdraw from participation.
4. I have the right not to answer any of the questions. If I feel uncomfortable in any way during the interview session, I have the right to withdraw from the interview.
5. I have been given the explicit guarantees that, if I wish so, the researcher will not identify me by name or function in any reports using information obtained from this interview, and that my confidentiality as a participant in this study will remain secure. In all cases subsequent uses of records and data will be subject to standard data use policies at the UAM (Data Protection Policy).

6. I understand that the researcher will not identify me by name in any reports using information obtained from this interview, and that my confidentiality as a participant in this study will remain secure. Subsequent uses of records and data will be subject to standard data use policies which protect the anonymity of individuals and institutions.
7. I have read and understood the points and statements of this form. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.
8. I have been given a copy of this consent form co-signed by the interviewer.

____________________ ___________________________________

Participant's Signature Place, Date

_______________________ _________________________________

Researcher's Signature Place, Date

For further information, please contact:

Elena Vamvakousi
International Marketing Manager
TransFair e.V. (Fairtrade Deutschland)
Remigiusstraße 21 | 50937 | Köln
Telefon +49 221 94 20 40-80 | Mobil +49 151 655 20 668

Appendix E Interview Details

S/N	Code	Title	Seniority
1	A	CEO - Marketing Director	Top
2	B	Head of Campaigns	Mid
3	C	Brand and Communications Manager	Mid
4	D	CEO	Top
5	E	CEO	Top
6	F	CEO - Director of Public Engagement	Top
7	G	Director of Public Engagement	Top
8	H	CEO	Top

The participants work in the following organisations and were interviewed between July and December 2017:

- Fairtrade Deutschland
- Max Havelaar Netherlands
- Fairtrade Foundation
- Fairtrade Belgium

The interviews took place in Fairtrade Deutschland office in Cologne, Fairtrade International in Bonn and Max Havelaar Netherlands in Utrecht.

Appendix F Explicit Attitudes Questionnaire - English

S/N	**Short description**	**Possible Answers**									**Reference**	**Theme**
1	Sex	F	M	Other/ prefer not to answer								Demographics
2	Age	15-18	18-24	25-34	35-44	45-54	55-64	65+				
3	Level of Education	Secondary	Bachelor	Master	PhD							
4	What is your current work status	1-39 Hours per week	40+ hours per week	actively looking for a job	unemployed	pensioner	incapable to work	student				
5	Family Income											
7	Family Status	single	married/ in a partnership	divorced	widowed							
8	How many people live currently with you											
9	How many children under 17 live with you											
10	Where do you currently live											
11	Main Shopper	Y	N									Inclusion Criteria
12	If not, do you also participate in your weekly shopping?	Never	1 month	2 month	1 week	more often than 1 week						
	Coffee purchase Frequency and consumption											

13	How likely are you to buy Fairtrade coffee in the next four weeks?	Very unlikely	Unlikely	Neither likely or unlikely	Likely	Very likely					Yamoah et al. 2016	Fairtrade Food Behavioural Intention
18	How do you feel when you purchase coffee from this brand	happy	pleased	joyful	proud	satisfied	worthwhile	excited	thrilled	enthusiastic	Reinders et al. 2017	Brand Attitudes - Emotions
19	Fairtrade products help Fairtrade producers to be fairly paid	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree					Yamoah et al. 2016	Attitudes towards
20	My purchase of Fairtrade products helps alleviate global poverty	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree						
21	Buying Fairtrade products gives me peace of mind	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree						
22	I am concerned that manufacturers and retailers receive greater share of Fairtrade profit than Fairtrade producers	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree						

Appendix G Explicit Attitudes Questionnaire – Spanish

S/N	**Descripción**	**Posibles respuestas**									**Referencia**	**Tema**
1	Sexo	15-18	18-24	25-34	35-44	45-54	55-64	65+				Demográfica
2	Edad	Secundaria	Grado	Master	Doctorado							
3	Nivel de estudios	1-39 horas por semana	Más de 40 horas por semana	Buscando trabajo	Desempleado	Jubilado	Incapacidad					
4	Trabajo											
5	Renta familiar	Soltero	Casado/pareja	Divorciado/separado	Viudo							
7	Estado civil											
8	Cuanta gente vive en tu hogar											
9	Cuantas personas de 17 años o menos viven contigo											
10	Donde vives	Si	No									
11	¿Eres el principal comprador de tu familia?	Nunca	Una vez por mes	Dos veces por mes	Una vez por semana	Más frecuencia semanal						Inclusion Criteria
12	Si no, participas en la compra											
	Frecuencia de compra o consumo de café	Muy poco probable	Poco probable	Intermedio	Probable	Muy probable						
13	Que probabilidad hay de que compres café FT	Feliz	Agradable	Alegre	Orgulloso	Satisfecho	Merece la pena	Excitan-te	Diverti-do	Entu-siasma-do	Yamoah et al. 2016	Intención compra FT

	en las próximas cuatro semanas											
18	Cómo te sientes cuando compras café de esta marca	Totalmente desacuerdo	En desacuerdo	Indiferente	De acuerdo	Totalmente de acuerdo					Reinders et al. 2017	Actitud Marca-Emoción
19	Los productos FT ayudan a que se pague correctamente a los productores	Totalmente desacuerdo	En desacuerdo	Indiferente	De acuerdo	Totalmente de acuerdo					Yamoah et al. 2016	Actitud Compra FT
20	Mi compra de productos FT ayuda a aliviar la pobreza global	Totalmente desacuerdo	En desacuerdo	Indiferente	De acuerdo	Totalmente de acuerdo						
21	Comprar productos FT me hace sentir bien	Totalmente desacuerdo	En desacuerdo	Indiferente	De acuerdo	Totalmente de acuerdo						
22	Me preocupa que fabricantes y distribuidores reciban mayores beneficios que los productores de FT	Totalmente desacuerdo	En desacuerdo	Indiferente	De acuerdo	Totalmente de acuerdo						

Appendix H Consent Form for Experiment

Consent for participation in experimental research

Project Title: Ethical Consumerism: Consumer Decision-Making Processes

1. I agree to participate in a research project led by Dr. Mónica Gómez-Suárez from the Universidad Autónoma de Madrid (UAM), Spain. The purpose of this document is to specify the terms of my participation in the project through being interviewed.
2. I have been given sufficient information about this research project. The purpose of my participation in this project has been explained to me and is clear.
3. My participation in this project is voluntary. There is no explicit or implicit coercion whatsoever to participate.
4. The experiment will be done in two sessions. The first session involves one online test and one online questionnaire. After a break, where I will be given two short pieces of text to read, I will be requested to fill in another online test and an online questionnaire. The first session will last approximately one hour. At any point of time I am fully entitled to withdraw from participation. The second session comprises of an online test and questionnaire. Its duration is 30 minutes.
5. I have the right not to answer any of the questions. If I feel uncomfortable in any way during the experiment, I have the right to withdraw with no consequences whatsoever.
6. I understand that I will not benefit directly from participating in this research.
7. I have been given the explicit guarantees that, if I wish so, the researcher will not identify me by name or function in any reports using information obtained from this interview, and that my confidentiality as a participant in this study will remain secure. In all cases subsequent uses of records and data will be subject to standard data use policies at the UAM (Data Protection Policy).
8. I understand that the researcher will not identify me by name in any reports using information obtained from this experiment, and that my confidentiality as a participant in this study will remain secure. Subsequent uses of records and data will be subject to standard data use policies which protect the anonymity of individuals and institutions.
9. I have read and understood the points and statements of this form. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.
10. I have been given a copy of this consent form co-signed by the researcher.

11. I understand that I am free to contact any of the people involved in the research to seek further clarification and information

____________________ ___________________________________

Participant's Signature Place, Date

_______________________ _________________________________

Researcher's Signature Place, Date

For further information, please contact:

Elena Kossmann
Doctoral Student
Universidad Autónoma de Madrid
Mobile +49 151 572 521 54

Appendix I Consent Form for Experiment - Spanish

Consentimiento para la participación en investigación experimental

1. Acepto participar en este proyecto de investigación dirigido por la Dra. Mónica Gómez-Suárez de la Universidad Autónoma de Madrid (UAM), España. El propósito de este documento es especificar los términos de mi participación en el proyecto a través de una entrevista.
2. He recibido suficiente información sobre este proyecto de investigación. El propósito de mi participación en este proyecto se me ha explicado con claridad.
3. Mi participación en este proyecto es voluntaria. No he recibido ninguna coerción explícita o implícita para participar.
4. El experimento se realizará en dos sesiones. La primera sesión incluye un test online y un cuestionario online. Después de un descanso, donde se me darán dos breves fragmentos de texto para leer, se me pedirá que rellene otro test online y un cuestionario online. La primera sesión durará aproximadamente una hora. En cualquier momento, tengo pleno derecho a retirarme de la participación. La segunda sesión consta de un test y un cuestionario online. Su duración es de 30 minutos.
5. Tengo derecho a no responder a cualquier pregunta. Si me siento incómodo de alguna manera durante el experimento, tengo derecho a retirarme sin consecuencias de ningún tipo.
6. Entiendo que no me beneficiaré directamente de participar en esta investigación.
7. Se me han dado las garantías explícitas de que, si así lo deseo, el investigador no me identificará por nombre o función en ningún informe utilizando la información obtenida de esta entrevista, y que mi confidencialidad como participante en este estudio permanecerá segura. En todos los casos, los usos posteriores de registros y datos estarán sujetos a políticas estándar de uso de datos en la UAM (Política de Protección de Datos
8. Entiendo que el investigador no me identificará por mi nombre en ningún informe utilizando la información obtenida de este experimento, y que mi confidencialidad como participante en este estudio permanecerá segura. Los usos posteriores de registros y datos estarán sujetos a políticas estándar de uso de datos que protegen el anonimato de las personas e instituciones.
9. He leído y entendido todos los puntos y declaraciones de este formulario. Mis preguntas, en caso de haberlas tenido, han sido respondidas satisfactoriamente, y voluntariamente acepto participar en este estudio.

10. Se me ha dado una copia de este formulario de consentimiento firmado por el investigador.
11. Entiendo que soy libre de contactar a cualquiera de las personas involucradas en la investigación para buscar más aclaraciones e información.

_______________________________ _________________________________

Nombre y Firma del participante Lugar, fecha

_______________________________ _______________________________

Nombre y Firma del investigador Lugar, fecha

Para más información, contactar con:

Elena Kossmann
Estudiante de Doctorado
Universidad Autónoma de Madrid
Mobile +49 151 572 521 54

Appendix J Instructions to Participants - English

Dear participant,

Thank you so much for your participitation in this series of experiments. As you will see in the consent form, your answers will be treated **strictly confidentially** and no identification of your person will ever be attempted. Please, make sure to sign this document and return to the research assistant, Mónica Velóso.

The experiment will take place on two days:

- PLEASE ADD THE DATE & TIME HERE
- PLEASE ADD THE DATE & TIME HERE

The first appointment will last approximately one hour, while the second will last about half an hour. The first experiment comprises of two parts with two different tasks each, with a break inbetween. The second experiment comprises of one part with two tasks:

https://qeurope.eu.qualtrics.com/EA

https://research.millisecond.com/elenakossmann/iat_experiment.web

Your participation in both appointments is **absolutely necessary** for the evaluation of the results. Therefore, we strongly encourage you to take part in both sessions, as otherwise your participation will not be suitable for any further analysis and will therefore be dismissed.

Welcome to this experiment!

The research team,

Dr. Mónica Gómez-Suárez, Elena Kossmann & Mónica Velóso

Appendix K Instructions to Participants – Spanish

Estimado participante,

Muchas gracias por su participación en esta serie de experimentos. Como verá en el formulario de consentimiento, sus respuestas serán tratadas de manera **estrictamente confidencial,** y nunca se intentará identificar a su persona. Por favor, asegurese de firmar el documento y entregárselo al asistente de investigación Mónica Veloso.

El experimento tendrá lugar en dos días:

- Fecha y hora
- Fecha y hora

La primera cita, durará una hora aproximadamente, mientras que la segunda durará media hora aproximadamente. El primer experimento consta de dos partes con dos tareas diferentes cada una, y un descanso entre ellas. El segundo experimento, consta de una parte con dos tareas :

https://qeurope.eu.qualtrics.com/EA

https://research.millisecond.com/elenakossmann/iat_experiment.web

Su participación en en ambos experimentos es absolutamente necesaria para la evaluación de los resultados. Por ello, le recomendamos encarecidamente que participe en ambas sesiones, ya que de lo contrario, su participación no será válida para ningún análisis posterior, y por lo tanto, será desestimada.

¡Bienvenido al experimento!

El equipo de investigación,

Dr. Mónica Gómez-Suárez, Elena Kossmann & Mónica Velóso

Appendix L Conditions – English

Condition A: Higher-level construal
Fairtrade is the certification of Fairtrade products and born thanks to the commitment of Fairtrade organizations around the world. Fairtrade enables producers and workers in the Global South to live with dignity from their work and take charge of their future in their own hands. Fairtrade gives consumers the opportunity to promote positive change and fairer trade relations with countries in the Global South through their purchasing decisions. Moreover, Fairtrade provides companies that require a more equitable and sustainable trade with the tools and structures so that they can offer Fairtrade products with their own brand. The system is made up of 25 organizations worldwide and Fairtrade Ibérica is one of them.

Condition B: Lower-level construal
Thanks to the resources provided by Fairtrade and generated from the sale of Fairtrade certified bananas in the department of La Guajira (Colombia), the Foundation for United Workers of Bananera Don Marce (FUTUBAN) was able to deliver the project to build a school restaurant, the adaptation of a classroom and a tank for water storage at the Marbasella farm. Marbasella, is a settlement where an average of 200 indigenous people belonging to the Wayúu ethnic group live. It is located approximately 30 kilometres from the banana plantation. 50 of its inhabitants are workers on this plantation. This project was born thanks to the existing concern regarding the conditions of sanitary quality and the classroom infrastructure. Through this project, 50 boys and girls from Marballesa and the surrounding communities will benefit.

Appendix M Conditions – Spanish

Condición A: Interpretación de alto nivel
Fairtrade es una certificación de productos de Comercio Justo, que ha nacido gracias al compromiso de organizaciones de Comercio Justo de todo el mundo. Fairtrade permite a los productores y trabajadores de países del Sur vivir dignamente de su trabajo y tomar las riendas de su futuro en sus propias manos. Fairtrade da a los consumidores la posibilidad de promover un cambio positivo a través sus decisiones de compra, también unas relaciones de comercio más justas con los países del Sur. Además, Fairtrade brinda a las empresas que quieren un comercio más equitativo y sostenible las herramientas y estructuras necesarias para que puedan ofrecer productos de Comercio Justo con su propia marca. El sistema lo conforman 25 organizaciones en todo el mundo. Fairtrade Ibérica es una de ellas.

Condición A: Interpretación de bajo nivel
Gracias a los recursos provistos por Fairtrade, generados con la venta de plátanos certificados en el departamento de La Guajira (Colombia), la Fundación de Trabajadores Unidos de Bananera Don Marce (FUTUBAN) entregó un proyecto de construcción de un restaurante escolar, así como la adecuación de un aula de clase y un tanque para almacenamiento de agua en la granja Marbasella. Marbasella es un asentamiento en el que viven un promedio de 200 personas indígenas pertenecientes a la etnia Wayúu. Se encuentra ubicada aproximadamente a 30 kilómetros de la plantación de plátanos. 50 de sus habitantes son trabajadores(as) en dicha plantación. Este proyecto nació gracias a la preocupación existente ante las condiciones de calidad sanitaria y de la infraestructura del aula. Mediante la entrega del mismo se verán beneficiados(as) 50 niños y niñas de Marballesa y de las comunidades aledañas.

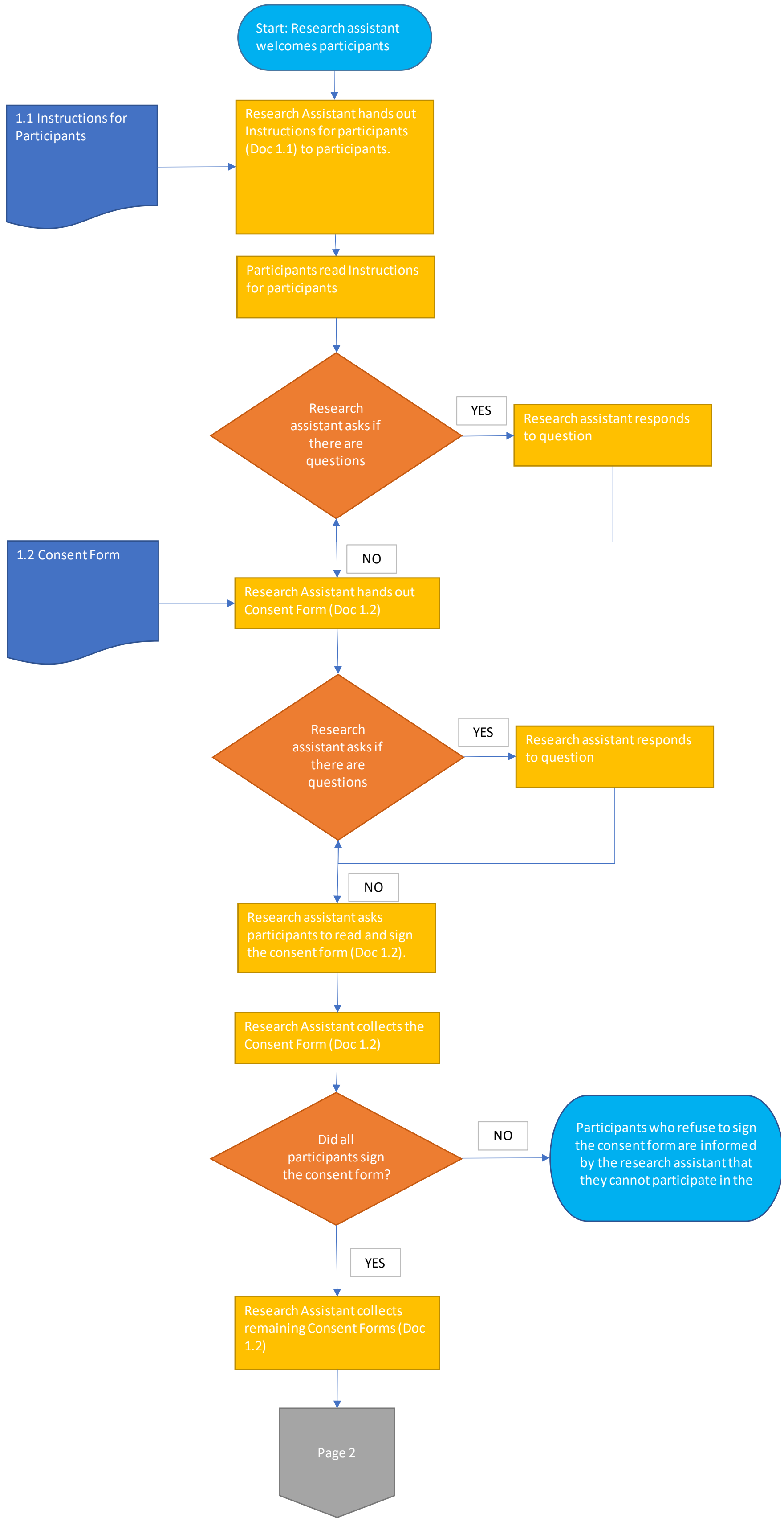
.

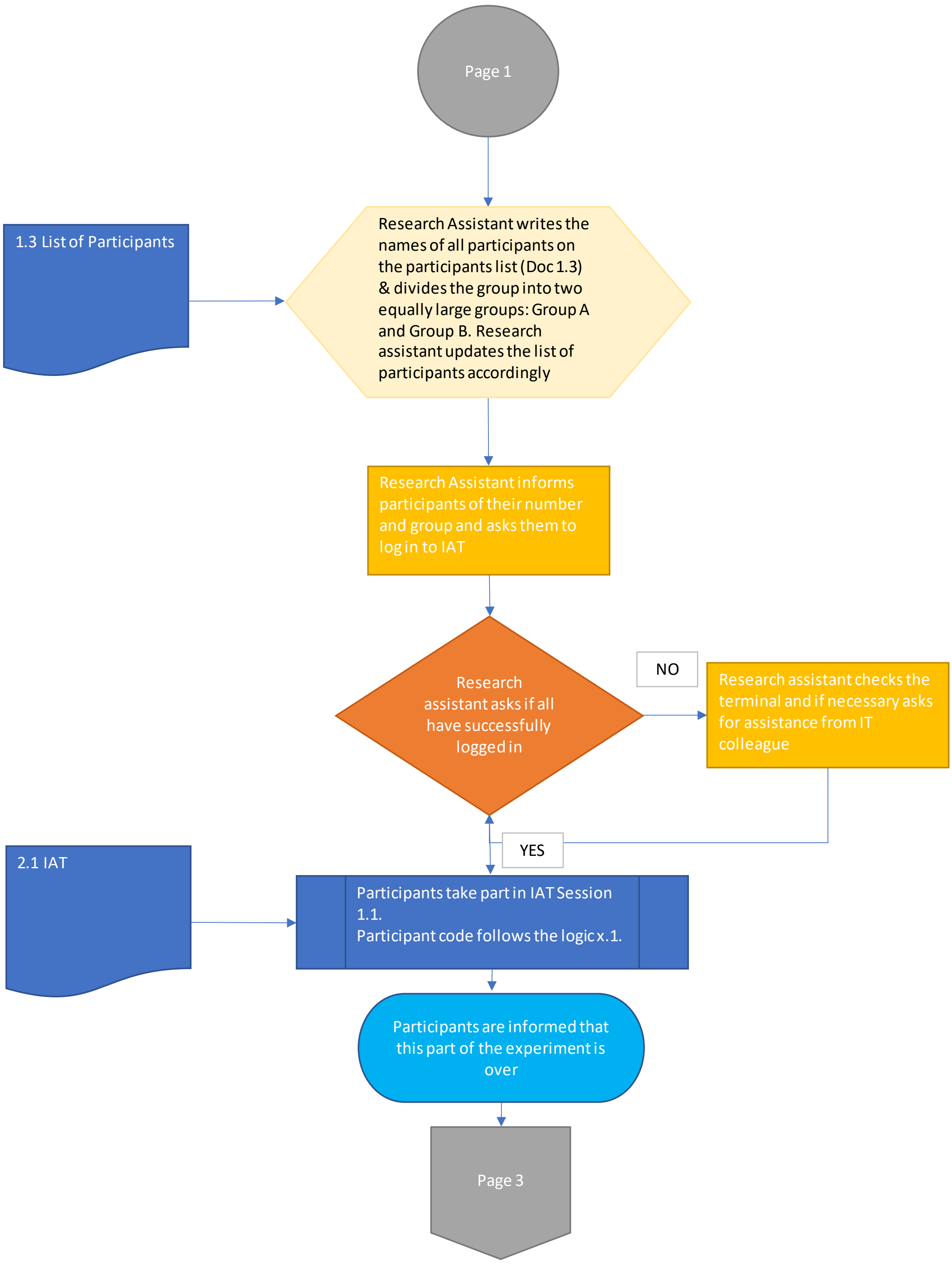
Appendix N Filler-Task - Weather in Madrid

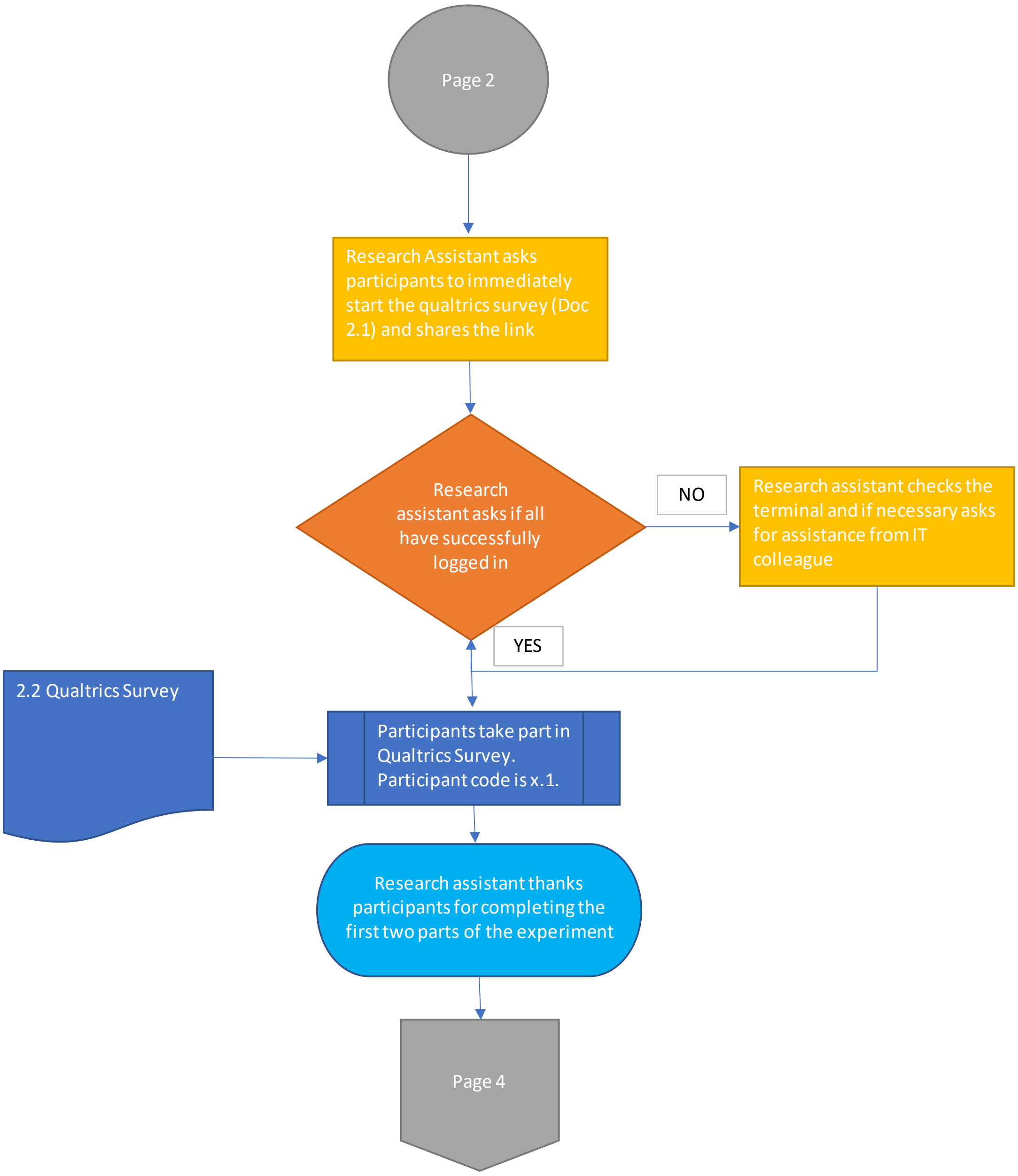
English
Because Madrid is at a height of 650 meters above sea level, this city experiences very different temperatures in the summer and winter. The warmest and most pleasant climate is enjoyed between May and mid-July, when average temperatures are between 20 and 32 degrees Celsius (68 ° F - 90 ° F). Towards the end of July and throughout August, it can get very hot with temperatures sometimes reaching 40 degrees Celsius (100ºF). Night-time temperatures remain around 18 degrees Celsius (64ºF). However, Madrid's climate is very low in humidity, which makes high temperatures easier to tolerate. September is a pleasant month, with temperatures dropping back to around 25 degrees Celsius (77ºF). October is still fairly warm, with an average daytime temperature of 20 degrees Celsius (68ºF), making it still a pleasant time to visit Madrid. The weather in Madrid is predominantly dry, but that doesn't mean it never rains! It rains especially in the winter months. Keep in mind that these are average temperatures and that the weather can fluctuate.

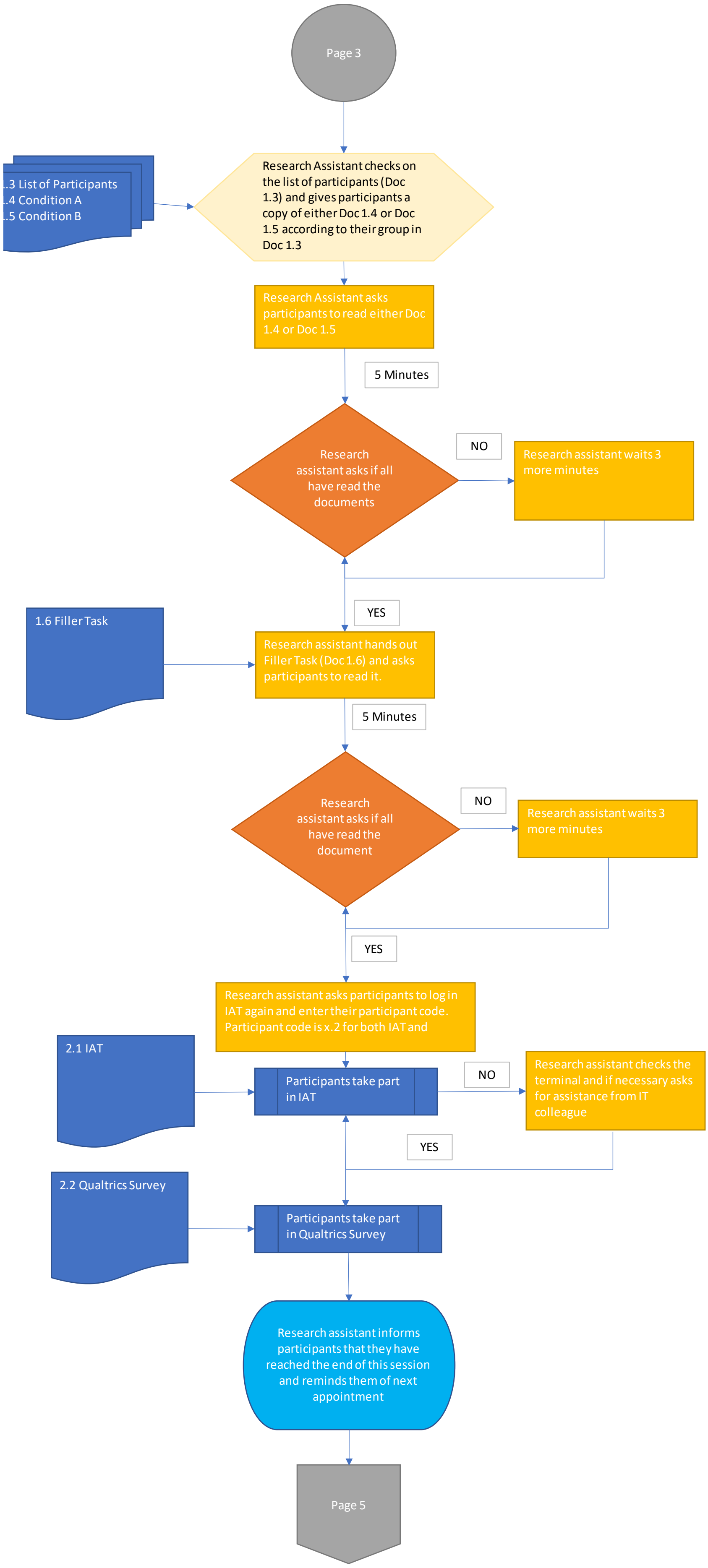
Spanish
Madrid se encuentra a una altura de 650 metros sobre el nivel del mar, por lo que esta ciudad experimenta temperaturas muy diferentes en el verano y el invierno. El clima más cálido y agradable se disfruta entre mayo y mediados de julio, cuando las temperaturas promedio están entre los 20 y los 32 grados Celsius (68°F - 90°F). Hacia fines de julio y durante todo agosto, puede hacer mucho calor con temperaturas que a veces llegan a los 40 grados centígrados (100ºF). Las temperaturas nocturnas permanecen alrededor de los 18 grados centígrados (64ºF). No obstante, el clima de Madrid es muy poco húmedo, lo que hace que las altas temperaturas sean más fáciles de tolerar. Septiembre es un mes agradable, con temperaturas que vuelven a bajar a alrededor de los 25 grados Celsius (77ºF). Octubre es todavía bastante cálido, con una temperatura diurna promedio de 20 grados centígrados (68ºF), por lo que sigue siendo una época agradable para visitar Madrid. El clima en Madrid es predominantemente seco ¡Pero eso no significa que nunca llueva! Llueve especialmente en los meses de invierno. Tenga en cuenta que éstas son las temperaturas promedio y que el clima puede fluctuar.

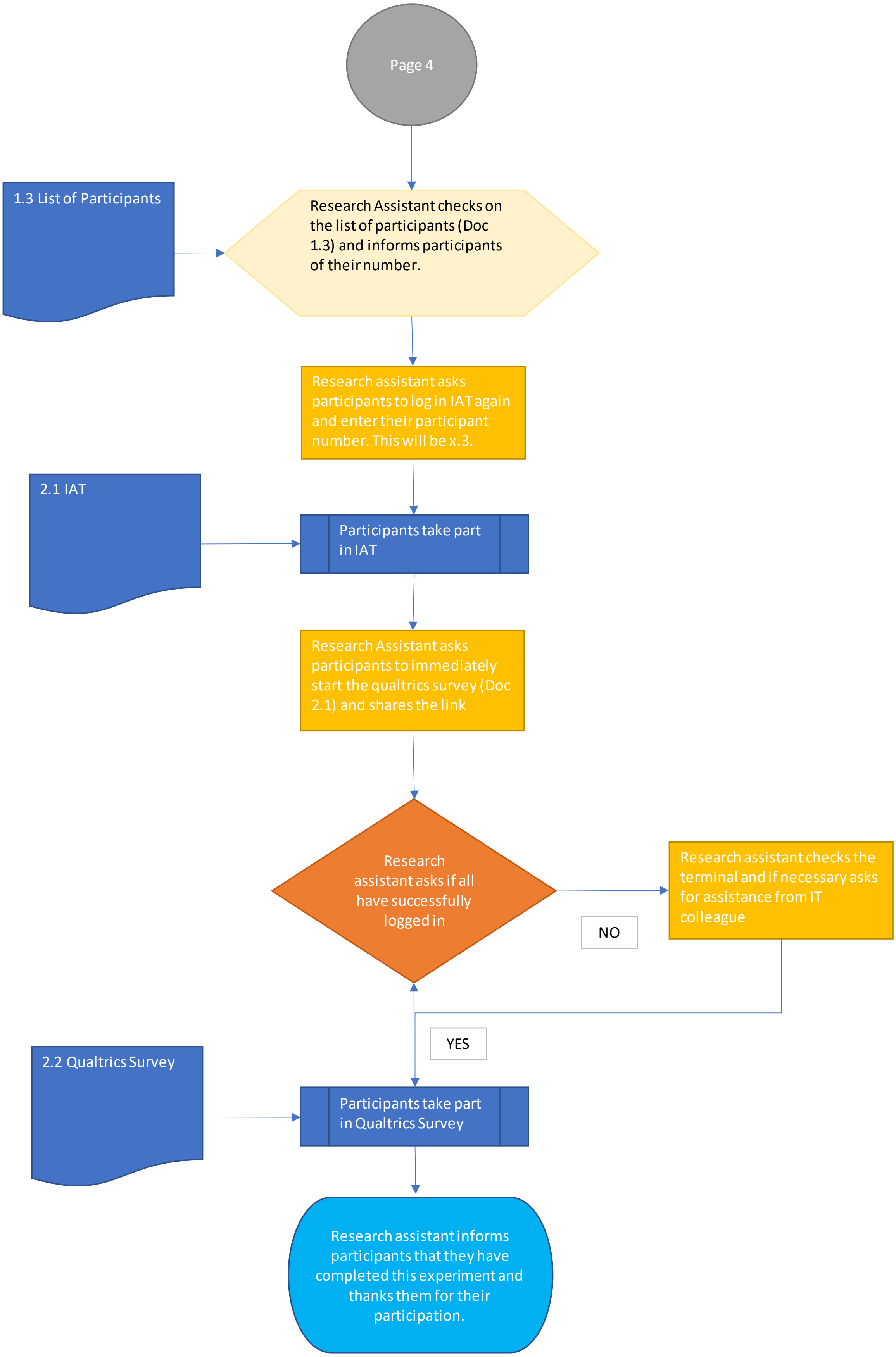
Appendix O Experiment Flowcharts



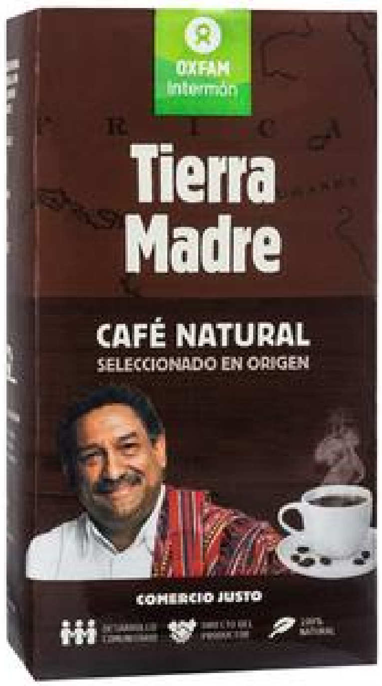

Page 1
1.3 List of Participants
Research Assistant writes the names of all participants on the participants list (Doc 1.3) & divides the group into two equally large groups: Group A and Group B. Research assistant updates the list of participants accordingly
Research Assistant informs participants of their number and group and asks them to log in to IAT
Research assistant asks if all have successfully logged in
NO
Research assistant checks the terminal and if necessary asks for assistance from IT colleague
YES
2.1 IAT
Participants take part in IAT Session 1.1.
Participant code follows the logic x.1.
Participants are informed that this part of the experiment is over
Page 3


Page 2
Research Assistant asks participants to immediately start the qualtrics survey (Doc 2.1) and shares the link
Research assistant asks if all have successfully logged in
NO
Research assistant checks the terminal and if necessary asks for assistance from IT colleague
YES
2.2 Qualtrics Survey
Participants take part in Qualtrics Survey. Participant code is x.1.
Research assistant thanks participants for completing the first two parts of the experiment
Page 4


Page 3
.3 List of Participants
.4 Condition A
.5 Condition B
Research Assistant checks on the list of participants (Doc 1.3) and gives participants a copy of either Doc 1.4 or Doc 1.5 according to their group in Doc 1.3
Research Assistant asks participants to read either Doc 1.4 or Doc 1.5
5 Minutes
Research assistant asks if all have read the documents
NO
Research assistant waits 3 more minutes
YES
1.6 Filler Task
Research assistant hands out Filler Task (Doc 1.6) and asks participants to read it.
5 Minutes
Research assistant asks if all have read the document
NO
Research assistant waits 3 more minutes
YES
Research assistant asks participants to log in IAT again and enter their participant code. Participant code is x.2 for both IAT and
2.1 IAT
Participants take part in IAT
NO
Research assistant checks the terminal and if necessary asks for assistance from IT colleague
YES
2.2 Qualtrics Survey
Participants take part in Qualtrics Survey
Research assistant informs participants that they have reached the end of this session and reminds them of next appointment
Page 5


Page 4
1.3 List of Participants
Research Assistant checks on the list of participants (Doc 1.3) and informs participants of their number.
Research assistant asks participants to log in IAT again and enter their participant number. This will be x.3.
2.1 IAT
Participants take part in IAT
Research Assistant asks participants to immediately start the qualtrics survey (Doc 2.1) and shares the link
Research assistant asks if all have successfully logged in
NO
Research assistant checks the terminal and if necessary asks for assistance from IT colleague
YES
2.2 Qualtrics Survey
Participants take part in Qualtrics Survey
Research assistant informs participants that they have completed this experiment and thanks them for their participation.

Appendix P Product Packages used in the IAT



Appendix Q IAT Experiment Code - English

****

Fairtrade Vs. Conventional Coffee - Implicit Association Test

****

Last modified: 13.10.2019 by E. Kossmann for Universidad Autónoma de Madrid

****

Background Info

****

The Implicit Association Task (Greenwald, McGhee, & Schwartz, 1998) is a widely-used cognitive-behavioral paradigm

that measures the strength of automatic (implicit) associations between concepts in people's minds relying on latency measures in a simple sorting task.

The strength of an association between concepts is measured by the standardized mean difference score of the 'hypothesis-inconsistent' pairings and 'hypothesis-consistent' pairings (d-score) (Greenwald, Nosek, & Banaji, 2003).

In general, the higher the d-score the stronger is the association between the 'hypothesis-consistent' pairings (decided by researchers). Negative d-scores suggest a stronger association between the 'hypothesis-inconsistent' pairings.

Inquisit calculates d scores using the improved scoring algorithm as described in Greenwald et al (2003). Error trials are handled by requiring respondents to correct their responses according to recommendation (p.214).

D-scores obtained with this script:

Positive d-scores: support a stronger association between 'Fairtrade-Good' and 'Conventional-Bad' than for the opposite pairings

Negative d-scores: support a stronger association between 'Conventional-Good' and 'Fairtrade-Bad' than for the opposite pairings

References:

Greenwald, A. G., McGhee, D. E., & Schwartz, J. K. L. (1998). Measuring individual differences in implicit cognition:

The Implicit Association Test. Journal of Personality and Social Psychology, 74, 1464-1480.

Greenwald, A. G., Nosek, B. A., & Banaji, M. R. (2003). Understanding and Using the Implicit Association Test:

I. An Improved Scoring Algorithm. Journal of Personality and Social Psychology, 85, 197-216.

```
**************************************************************************

<item attributeAlabel>
/1 = "Good"
</item>

<item attributeA>
/1 = "pleasant"
/2 = "heplful"
/3 = "responsible"
/4 = "environmentally friendly"
/5 = "sustainability"
/6 = "fair"
/7 = "equality"
</item>

<item attributeBlabel>
/1 = "Bad"
</item>

<item attributeB>
/1 = "unpleasant"
/2 = "unheplful"
/3 = "irresponsible"
/4 = "environmentally harmful"
/5 = "degradation"
/6 = "unfair"
/7 = "inequality"
</item>

<item targetAlabel>
/1 = "Fairtrade"
</item>

<item targetA>
/1 = "Terra_Madre.jpg"
</item>

<item targetBlabel>
/1 = "Conventional"
</item>

<item targetB>
/1 = "Marcilla.jpg"
</item>
```

****
Defaults
****
<defaults>
/ screencolor = (0, 0, 0)
/ fontstyle = ("Arial", 3.5%)
/ screencolor = (0,0,0)
/ txbgcolor = (0,0,0)
/ txcolor = (255, 255, 255)
/ minimumversion = "4.0.0.0"
/ canvasaspectratio = (4, 3)
</defaults>
****
Editable Parameters:
these parameters can be changed easily by each experimenter
****
/showsummaryfeedback: set parameter showsummaryfeedback = true to display summary feedback to participants at the end (default)
set parameter showsummaryfeedback = false if no summary feedback should be presented to participants
<values>
/showsummaryfeedback = true
</values>
****
Scoring
****
automatically updated
****
/completed: 0 = script was not completed; 1 = script was completed (all conditions run)

/ sum1a: tracks the sum of the latencies to correct responses (latencies <= 10000ms) for the first compatible block 1A
Note: by design, all final trial responses are correct (regardless of accuracy of initial response)
/ sum2a: tracks the sum of the latencies to correct responses (latencies <= 10000ms) for the first incompatible block 2A
Note: by design, all final trial responses are correct (regardless of accuracy of initial response)
/ sum1b: tracks the sum of the latencies to correct responses (latencies <= 10000ms) for the second compatible block 1B
Note: by design, all final trial responses are correct (regardless of accuracy of initial response)
/ sum2b: tracks the sum of the latencies to correct responses (latencies <= 10000ms) for the second incompatible block 2B
Note: by design, all final trial responses are correct (regardless of accuracy of initial response)

/ n1a: counts the number of trials in first compatible block 1A (except first one)
/ n2a: counts the number of trials in first incompatible block 2A (except first one)
/ n1b: counts the number of trials in second compatible block 1B
/ n2b: counts the number of trials in second incompatible block 2B
/ ss1a: tracks the sum of the squared latencies to correct responses (latencies <= 10000ms) in the first compatible block
/ ss2a tracks the sum of the squared latencies to correct responses (latencies <= 10000ms) in the first incompatible block
/ ss1b: tracks the sum of the squared latencies to correct responses (latencies <= 10000ms) in the second compatible block
/ ss2b: tracks the sum of the squared latencies to correct responses (latencies <= 10000ms) in the second incompatible block
/ magnitude: stores the magnitude of the implicit preference: "little to no", "a slight", "a moderate", "a strong"
/ n_correct: counts all initial correct responses of all trials that count towards D score

<values>
/completed = 0
/ sum1a = 0
/ sum2a = 0
/ sum1b = 0
/ sum2b = 0
/ n1a = 0
/ n2a = 0
/ n1b = 0
/ n2b = 0
/ ss1a = 0
/ ss2a = 0
/ ss1b = 0
/ ss2b = 0
/ magnitude = "unknown"
/ n_correct = 0
</values>
* 1 is compatible, 2 is incompatible
* a is first block, b is second block

/ m1a: mean latencies of correct responses in first compatible block
/ m2a: mean latencies of correct responses in first incompatible block
/ m1b: mean latencies of correct responses in second compatible block

/ m2b: mean latencies of correct responses in second incompatible block
/ sd1a: standard deviation of latencies of correct responses in first compatible block
/ sd2a standard deviation of latencies of correct responses in first incompatible block
/ sd1b: standard deviation of latencies of correct responses in second compatible block
/ sd2b: standard deviation of latencies of correct responses in second incompatible block
/ sda standarddeviation of latencies in first block
/ sdb standarddeviation of latencies in second block
/ da: D-score for first blocks
/ db: D-score for second blocks
/ d: overall D-score
/ preferred: stores the preferred target category
/ notpreferred : stores the non preferred target category
/ percentcorrect: calculates the overall percent correct score of initial responses of test trials of D-score qualifying latencies

```
<expressions>
/ m1a = values.sum1a / values.n1a
/ m2a = values.sum2a / values.n2a
/ m1b = values.sum1b / values.n1b
/ m2b = values.sum2b / values.n2b
/ sd1a = sqrt((values.ss1a - (values.n1a * (expressions.m1a * expressions.m1a))) / (values.n1a - 1))
/ sd2a = sqrt((values.ss2a - (values.n2a * (expressions.m2a * expressions.m2a))) / (values.n2a - 1))
/ sd1b = sqrt((values.ss1b - (values.n1b * (expressions.m1b * expressions.m1b))) / (values.n1b - 1))
/ sd2b = sqrt((values.ss2b - (values.n2b * (expressions.m2b * expressions.m2b))) / (values.n2b - 1))
/ sda = sqrt((((values.n1a - 1) * (expressions.sd1a * expressions.sd1a) + (values.n2a - 1) * (expressions.sd2a * expressions.sd2a)) + ((values.n1a + values.n2a) * ((expressions.m1a - expressions.m2a) * (expressions.m1a - expressions.m2a)) / 4) ) / (values.n1a + values.n2a - 1) )
/ sdb = sqrt((((values.n1b - 1) * (expressions.sd1b * expressions.sd1b) + (values.n2b - 1) * (expressions.sd2b * expressions.sd2b)) + ((values.n1b + values.n2b) * ((expressions.m1b - expressions.m2b) * (expressions.m1b - expressions.m2b)) / 4) ) / (values.n1b + values.n2b - 1) )
/ da = (m2a - m1a) / expressions.sda
/ db = (m2b - m1b) / expressions.sdb
/ d = (expressions.da + expressions.db) / 2
/ preferred = "unknown"
/ notpreferred = "unknown"
```

/ percentcorrect = (values.n_correct/ (values.n1a + values.n1b + values.n2a + values.n2b)) * 100
</expressions>
****
Data Columns
****
raw data
****

date/time/group/subject: built in variables that track date and time when script was run with the assigned
subject- and group number

Note: group1/group2 counterbalance the order in which the pairings are run

blockcode: the name of the current trial
blocknum: the number of the current trial
trialcode: the name of the current trial
trialnum: the number of the current trial
response: the final trial response (scancodes of the keys pressed)
Note: script saves the final and -by design- correct response
correct: the accuracy of the initial response
0 = initial response was incorrect and needed to be corrected
1 = initial response is correct
latency: the latency of the final (correct) response
stimulusnumber: the number of the current stimulus
stimulusitem: the currently presented item
expressions.da: d-score of the first blocks
expressions.db: d-score of the second blocks
expressions.d: overall d-score
percentcorrect: the overall percent correct score of initial responses of test trials of
D-score qualifying latencies

<data>
/file = "Test_20191013_rawdata.iqdat"
/ columns = [date, time, group, subject, blockcode, blocknum, trialcode, trialnum, response, correct, latency,
stimulusnumber, stimulusitem, expressions.da, expressions.db, expressions.d, expressions.percentcorrect]
/separatefiles = true

```
</data>
*************
summary data
*************
script.startdate:                    date script was run
script.starttime:                    time script was started
script.subjectid:                    subject id number
script.groupid:                          group id number
script.elapsedtime:                  time it took to run script (in ms)
/completed:                              0 = script was not completed; 1 =
script was completed (all conditions run)

expressions.da:                          d-score of the first blocks
expressions.db:                          d-score of the second blocks
expressions.d:                       overall d-score
percentcorrect:                  the overall percent correct score of initial
responses of test trials of
                                                 D-score qualifying latencies

<summarydata >
/file = "Test_20191013_summary.iqdat"
/ columns = [script.startdate, script.starttime, script.subjectid, script.groupid,
script.elapsedtime, values.completed,
expressions.da, expressions.db, expressions.d, expressions.percentcorrect]
</summarydata>
*******************************************************************
Performance summary
*******************************************************************
<trial summary>
/ stimulustimes = [0=summary]
/ validresponse = (" ")
/ recorddata = false
/ ontrialbegin = [values.magnitude = "little to no"]
/ ontrialbegin = [if( abs(expressions.d) > 0.15 ) values.magnitude = "a slight"]
/ ontrialbegin = [if( abs(expressions.d) > 0.35 ) values.magnitude = "a moderate"]
/ ontrialbegin = [if( abs(expressions.d) >= 0.65 ) values.magnitude = "a strong"]
/ ontrialbegin = [if(expressions.d >= 0.0) expressions.preferred = item.targetALabel.1]
/ ontrialbegin = [if(expressions.d < 0.0) expressions.preferred = item.targetBLabel.1]
/ ontrialbegin = [if(expressions.d < 0.0) expressions.notpreferred= item.targetALabel.1]
/ ontrialbegin = [if(expressions.d >= 0.0) expressions.notpreferred= item.targetBLabel.1]
</trial>

<text summary>
/ items = ("Your IAT score (D) was <% expressions.d %>, which suggests <% values.magnitude
%> automatic preference for <% expressions.preferred %> compared to <%
expressions.notpreferred %>.~n~n~nPress the spacebar to complete this session.")
/ size = (60%, 60%)
```

```
/ hjustify = left
 </text>
************************************************************************
Task instruction stimuli
************************************************************************
<trial instructions>
/ stimulustimes = [1=instructions, spacebar]
/ correctresponse = (" ")
/ errormessage = false
/ recorddata = false
</trial>

<text instructions>
/ items = instructions
/ hjustify = left
/ size = (90%, 60%)
/ position = (50%, 85%)
/ valign = bottom
/ select = sequence
/ resetinterval = 20
</text>

<item instructions>
/ 1 = "Put your middle or index fingers on the E and I keys of your keyboard. Pictures or words
representing the categories at the top will appear one-by-one in the middle of the screen.
When the item belongs to a category on the left, press the E key; when the item belongs to a
category on the right, press the I key. Items belong to only one category. If you make an error,
an X will appear - fix the error by hitting the other key.

This is a timed sorting task. GO AS FAST AS YOU CAN while making as few mistakes as possible.
Going too slow or making too many errors will result in an uninterpretable score. This task will
take about 5 minutes to complete."
/ 2 = "See above, the categories have changed. the items for sorting have changed as well. The
rules, however, are the same.

When the item belongs to a category on the left, press the E key; when the item belongs to a
category on the right, press the I key. Items belong to only one category. An X appears after
an error - fix the error by hitting the other key. GO AS FAST AS YOU CAN."
/ 3 = "See above, the four categories you saw separately now appear together. Remember,
each item belongs to only one group. For example, if the categories
<%item.targetalabel.item(1)%> and <%item.attributealabel.item(1)%> appear on the
separate sides above - pictures or words meaning <%item.targetalabel.item(1)%> would go in
the <%item.targetalabel.item(1)%> category, not the <%item.attributealabel.item(1)%>
category.
```

The green and white labels and items may help to identify the appropriate category. Use the E and I keys to categorize items into four groups left and right, and correct errors by hitting the other key."

/ 4 = "Sort the same four categories again. Remember to go as fast as you can while making as few mistakes as possible.

The green and white labels and items may help to identify the appropriate category. Use the E and I keys to categorize items into the four groups left and right, and correct errors by hitting the other key."
/ 5 = "Notice above, there are only two categories and they have switched positions. The concept that was previously on the left is now on the right, and the concept that was on the right is now on the left. Practice this new configuration.

Use the E and I keys to categorize items left and right, and correct errors by hitting the other key."
/ 6 = "See above, the four categories now appear together in a new configuration. Remember, each item belongs to only one group.

The green and white labels and items may help to identify the appropriate category. Use the E and I keys to categorize items into the four groups left and right, and correct errors by hitting the other key."
/ 7 = "Sort the same four categories again. Remember to go as fast as you can while making as few mistakes as possible.

The green and white labels and items may help to identify the appropriate category. Use the E and I keys to categorize items into the four groups left and right, and correct errors by hitting the other key."
</item>

<text spacebar>
/ items = ("Press the SPACE BAR to begin.")
/ position = (50%, 95%)
/ valign = bottom
</text>

<text attributeA>
/ items = attributeA
/ fontstyle = ("Arial", 5%)
/ txcolor = (0, 255, 0)
</text>

<text attributeB>
/ items = attributeB
/ fontstyle = ("Arial", 5%)
/ txcolor = (0, 255, 0)
</text>

```
<picture targetB>
/ items = targetB
/ size = (20%, 20%)
</picture>

<picture targetA>
/ items = targetA
/ size = (20%, 20%)
</picture>

<text error>
/ position = (50%, 75%)
/ items = ("X")
/ color = (255, 0, 0)
/ fontstyle = ("Arial", 10%, true)
</text>

<text attributeAleft>
/ items = attributeAlabel
/ valign = top
/ halign = left
/ position = (5%, 5%)
/ txcolor = (0, 255, 0)
/ fontstyle = ("Arial", 5%)
</text>

<text attributeBright>
/ items = attributeBlabel
/ valign = top
/ halign = right
/ position = (95%, 5%)
/ txcolor = (0, 255, 0)
/ fontstyle = ("Arial", 5%)
</text>

<text attributeAleftmixed>
/ items = attributeAlabel
/ valign = top
/ halign = left
/ position = (5%, 19%)
/ txcolor = (0, 255, 0)
/ fontstyle = ("Arial", 5%)
</text>

<text attributeBrightmixed>
/ items = attributeBlabel
```

```
/ valign = top
/ halign = right
/ position = (95%, 19%)
/ txcolor = (0, 255, 0)
/ fontstyle = ("Arial", 5%)
</text>

<text targetBleft>
/ items = targetBlabel
/ valign = top
/ halign = left
/ position = (5%, 5%)
/ fontstyle = ("Arial", 5%)
</text>

<text targetBright>
/ items = targetBlabel
/ valign = top
/ halign = right
/ position = (95%, 5%)
/ fontstyle = ("Arial", 5%)
</text>

<text targetAleft>
/ items = targetAlabel
/ valign = top
/ halign = left
/ position = (5%, 5%)
/ fontstyle = ("Arial", 5%)
</text>

<text targetAright>
/ items = targetAlabel
/ valign = top
/ halign = right
/ position = (95%, 5%)
/ fontstyle = ("Arial", 5%)
</text>

<text orleft>
/ items = ("or")
/ valign = top
/ halign = left
/ position = (5%, 12%)
/ fontstyle = ("Arial", 5%)
</text>
```

```
<text orright>
/ items = ("or")
/ valign = top
/ halign = right
/ position = (95%, 12%)
/ fontstyle = ("Arial", 5%)
</text>

********************************************************************
Trials
********************************************************************

<trial attributeA>
/ validresponse = ("E", "I")
/ correctresponse = ("E")
/ stimulusframes = [1 = attributeA]
/ posttrialpause = 250
</trial>

<trial attributeB>
/ validresponse = ("E", "I")
/ correctresponse = ("I")
/ stimulusframes = [1 = attributeB]
/ posttrialpause = 250
</trial>


<trial targetBleft>
/ validresponse = ("E", "I")
/ correctresponse = ("E")
/ stimulusframes = [1 = targetB]
/ posttrialpause = 250
</trial>

<trial targetBright>
/ validresponse = ("E", "I")
/ correctresponse = ("I")
/ stimulusframes = [1 = targetB]
/ posttrialpause = 250
</trial>

<trial targetAleft>
/ validresponse = ("E", "I")
/ correctresponse = ("E")
/ stimulusframes = [1 = targetA]
/ posttrialpause = 250
</trial>
```

```
<trial targetAright>
/ validresponse = ("E", "I")
/ correctresponse = ("I")
/ stimulusframes = [1 = targetA]
/ posttrialpause = 250
</trial>

**********************************************************************
Blocks
**********************************************************************

<block attributepractice>
/ bgstim = (attributeAleft, attributeBright)
/ trials = [1=instructions;2-21 = random(attributeA, attributeB)]
/ errormessage = true(error,200)
/ responsemode = correct
</block>

<block targetcompatiblepractice>
/ bgstim = (targetAleft, targetBright)
/ trials = [1=instructions;2-21 = random(targetAleft, targetBright)]
/ errormessage = true(error,200)
/ responsemode = correct
</block>

<block targetincompatiblepractice>
/ bgstim = (targetAright, targetBleft)
/ trials = [1=instructions;2-21 = random(targetAright, targetBleft)]
/ errormessage = true(error,200)
/ responsemode = correct
</block>

<block targetcompatiblepracticeswitch>
/ bgstim = (targetAleft, targetBright)
/ trials = [1=instructions;2-41 = random(targetAleft, targetBright)]
/ errormessage = true(error,200)
/ responsemode = correct
</block>

<block targetincompatiblepracticeswitch>
/ bgstim = (targetAright, targetBleft)
/ trials = [1=instructions;2-41 = random(targetAright, targetBleft)]
/ errormessage = true(error,200)
/ responsemode = correct
</block>
```

```
<block compatibletest1>
/ bgstim = (targetAleft, orleft, attributeAleftmixed, targetBright, orright, attributeBrightmixed)
/ trials = [1=instructions;
 3,5,7,9,11,13,15,17,19,21= random(targetAleft, targetBright);
 2,4,6,8,10,12,14,16,18,20 = random(attributeA, attributeB)]
/ errormessage = true(error,200)
/ responsemode = correct
/ ontrialend = [if(block.compatibletest1.latency <= 10000 && block.compatibletest1.currenttrialnumber != 1 ) values.sum1a = values.sum1a + block.compatibletest1.latency]
/ ontrialend = [if(block.compatibletest1.latency <= 10000 && block.compatibletest1.currenttrialnumber != 1 ) values.n1a += 1]
/ ontrialend = [if(block.compatibletest1.latency <= 10000 && block.compatibletest1.currenttrialnumber != 1 ) values.ss1a = values.ss1a + (block.compatibletest1.latency * block.compatibletest1.latency)]
/ ontrialend = [if(block.compatibletest1.latency <= 10000 && block.compatibletest1.currenttrialnumber != 1 ) values.n_correct += block.compatibletest1.correct]
</block>

<block compatibletest2>
/ bgstim = (targetAleft, orleft, attributeAleftmixed, targetBright, orright, attributeBrightmixed)
/ trials = [
 2,4,6,8,10,12,14,16,18,20,22,24,26,28,30,32,34,36,38,40 = random(targetAleft, targetBright);
 1,3,5,7,9,11,13,15,17,19,21,23,25,27,29,31,33,35,37,39 = random(attributeA, attributeB)]
/ errormessage = true(error,200)
/ responsemode = correct
/ ontrialend = [if(block.compatibletest2.latency  <= 10000) values.sum1b =  values.sum1b + block.compatibletest2.latency]
/ ontrialend = [if(block.compatibletest2.latency  <= 10000) values.n1b += 1]
/ ontrialend = [if(block.compatibletest2.latency  <= 10000) values.ss1b =  values.ss1b + (block.compatibletest2.latency * block.compatibletest2.latency)]
/ ontrialend = [if(block.compatibletest2.latency  <= 10000) values.n_correct += block.compatibletest2.correct]
</block>

<block incompatibletest1>
/ bgstim = (targetBleft, orleft, attributeAleftmixed, targetAright, orright, attributeBrightmixed)
/ trials = [1=instructions;
 3,5,7,9,11,13,15,17,19,21 = random(targetBleft, targetAright);
 2,4,6,8,10,12,14,16,18,20 = random(attributeA, attributeB)]
/ errormessage = true(error,200)
/ responsemode = correct
```

```
/ ontrialend = [if(block.incompatibletest1.latency <= 10000 &&
block.incompatibletest1.currenttrialnumber != 1) values.sum2a = values.sum2a +
block.incompatibletest1.latency]
/ ontrialend = [if(block.incompatibletest1.latency <= 10000 &&
block.incompatibletest1.currenttrialnumber != 1 ) values.n2a += 1]
/ ontrialend = [if(block.incompatibletest1.latency <= 10000 &&
block.incompatibletest1.currenttrialnumber != 1 ) values.ss2a = values.ss2a +
(block.incompatibletest1.latency * block.incompatibletest1.latency)]
/ ontrialend = [if(block.incompatibletest1.latency <= 10000 &&
block.incompatibletest1.currenttrialnumber != 1 ) values.n_correct +=
block.incompatibletest1.correct]
</block>

<block incompatibletest2>
/ bgstim = (targetBleft, orleft, attributeAleftmixed, targetAright, orright,
attributeBrightmixed)
/ trials = [
 2,4,6,8,10,12,14,16,18,20,22,24,26,28,30,32,34,36,38,40 = random(targetBleft,
targetAright);
 1,3,5,7,9,11,13,15,17,19,21,23,25,27,29,31,33,35,37,39 = random(attributeA, attributeB)]
/ errormessage = true(error,200)
/ responsemode = correct
/ ontrialend = [if(block.incompatibletest2.latency  <= 10000) values.sum2b =  values.sum2b +
block.incompatibletest2.latency]
/ ontrialend = [if(block.incompatibletest2.latency  <= 10000) values.n2b +=  1]
/ ontrialend = [if(block.incompatibletest2.latency  <= 10000) values.ss2b =  values.ss2b +
(block.incompatibletest2.latency * block.incompatibletest2.latency)]
/ ontrialend = [if(block.incompatibletest2.latency  <= 10000) values.n_correct +=
block.incompatibletest2.correct]
</block>

<block compatibletestinstructions>
/ bgstim = (targetAleft, orleft, attributeAleftmixed, targetBright, orright,
attributeBrightmixed)
/ trials = [1=instructions]
/ recorddata = false
</block>

<block incompatibletestinstructions>
/ bgstim = (targetBleft, orleft, attributeAleftmixed, targetAright, orright,
attributeBrightmixed)
/ trials = [1=instructions]
/ recorddata = false
</block>

<block summary>
/ skip = [values.showsummaryfeedback == false]
```

```
/ trials = [1=summary]
/ recorddata = false
</block>

******************************************************************
Experiment
******************************************************************
Assignments to groups by groupnumber

<expt>
/subjects = (1 of 2)
/groupassignment = groupnumber
/ blocks = [1=targetcompatiblepractice; 2=attributepractice; 3=compatibletest1; 4=compatibletestinstructions;
                    5=compatibletest2; 6=targetincompatiblepractice; 7=incompatibletest1; 8=incompatibletestinstructions;
                    9=incompatibletest2; 10=summary]
/onexptend = [values.completed = 1]
</expt>

<expt>
/subjects = (2 of 2)
/groupassignment = groupnumber
/ blocks = [1=targetincompatiblepractice; 2=attributepractice; 3=incompatibletest1; 4=incompatibletestinstructions;
                    5=incompatibletest2; 6=targetcompatiblepractice; 7=compatibletest1; 8=compatibletestinstructions;
                    9=compatibletest2; 10=summary]
/onexptend = [values.completed = 1]
</expt>



******************************************************************
Test Monkey
******************************************************************
<monkey>
/ latencydistribution = normal(500, 100)
/ percentcorrect = 90
</monkey>>
```

Appendix R IAT Experiment Code - Spanish

<Ítem atributo A>

1 = "agradable"

2 = "Útil"

3 = "responsable"

4 = "ecológico"

5 = "sostenibilidad"

6 = "justo"

7 = "igualdad"

<Ítem atributo B>

1 = "desagradable"

2 = "inútil"

3 = "irresponsable"

4 = "perjudicial para el medio ambiente"

5 = "degradación"

6 = "injusto"

7 = "desigualdad"

1 = "Coloque los dedos índice o medio en las teclas E e I de su teclado. Las imágenes o palabras que representan las categorías en la parte superior aparecerán una por una en el centro de la pantalla. Cuando el ítem pertenezca a una categoría a la izquierda, presione la tecla E; cuando el ítem pertenezca a una categoría a la derecha, presione la tecla I. Cada ítem pertenece a una sola categoría. Si comete un error, aparecerá una X: corrija el error presionando la otra tecla.

Esta es una tarea de clasificación cronometrada. VAYA LO MÁS RÁPIDO QUE PUEDA cometiendo el menor número de errores posible. Ir demasiado lento o cometer demasiados errores dará como resultado una puntuación no interpretable. Completar esta tarea le llevará unos 5 minutos".

/ 2 = "Ver arriba, las categorías han cambiado. Los ítems para ordenar también han cambiado. Sin embargo, las reglas son las mismas.

Cuando el ítem pertenezca a una categoría a la izquierda, presione la tecla E; cuando el ítem pertenezca a una categoría a la derecha, presione la tecla I. Cada ítem pertenece a una sola categoría. Si comete un error, aparecerá una X: corrija el error presionando la otra tecla. VAYA TAN RAPIDO COMO PUEDA."

/ 3 = "Ver arriba, las cuatro categorías que vio por separado ahora aparecen juntas. Recuerde, cada ítem pertenece a un solo grupo. Por ejemplo, si las categorías <% item.targetalabel.item (1)%> y <% item.atributealabel.item (1)%> aparece en los lados separados arriba - las imágenes o palabras que significan <% item.targetalabel.item (1)%> irían en la categoría <% item.targetalabel.item (1)%>, no la categoría <% item.attributealabel.item (1)%>.

Las etiquetas y artículos verdes y blancos pueden ayudar a identificar la categoría apropiada. Use las teclas E e I para clasificar los ítems en cuatro grupos, izquierda y derecha. Si comete un error, aparecerá una X: corrija el error presionando la otra tecla

/ 4 = "Ordena las mismas cuatro categorías de nuevo. Recuerda ir lo más rápido posible, intentando cometer el menor número de errores posible.

Las etiquetas y artículos verdes y blancos pueden ayudar a identificar la categoría apropiada. Use las teclas E e I para clasificar los ítems en cuatro grupos, izquierda y derecha. Si comete un error, aparecerá una X: corrija el error presionando la otra tecla

/ 5 = "Observe arriba, solo hay dos categorías y han cambiado de posición. El concepto que anteriormente estaba a la izquierda ahora está a la derecha, y el concepto que estaba a la derecha ahora está a la izquierda. Practique esta nueva configuración.

Use las teclas E e I para clasificar los ítems a izquierda y derecha, y corrija los errores presionando la otra tecla".

/ 6 = "Ver arriba, las cuatro categorías ahora aparecen juntas en una nueva configuración. Recuerde, cada ítem pertenece a un solo grupo.

Las etiquetas y artículos verdes y blancos pueden ayudar a identificar la categoría apropiada. Use las teclas E e I para clasificar los ítems en cuatro grupos, izquierda y derecha. Si comete un error, aparecerá una X: corrija el error presionando la otra tecla

/ 7 = "Ordena las mismas cuatro categorías de nuevo. Recuerda ir lo más rápido posible, intentando cometer el menor número de errores posible.

Las etiquetas y artículos verdes y blancos pueden ayudar a identificar la categoría apropiada. Use las teclas E e I para clasificar los ítems en cuatro grupos, izquierda y derecha. Si comete un error, aparecerá una X: corrija el error presionando la otra tecla

Appendix S Demographic Characteristics of the Sample of IAT & EA Experiment

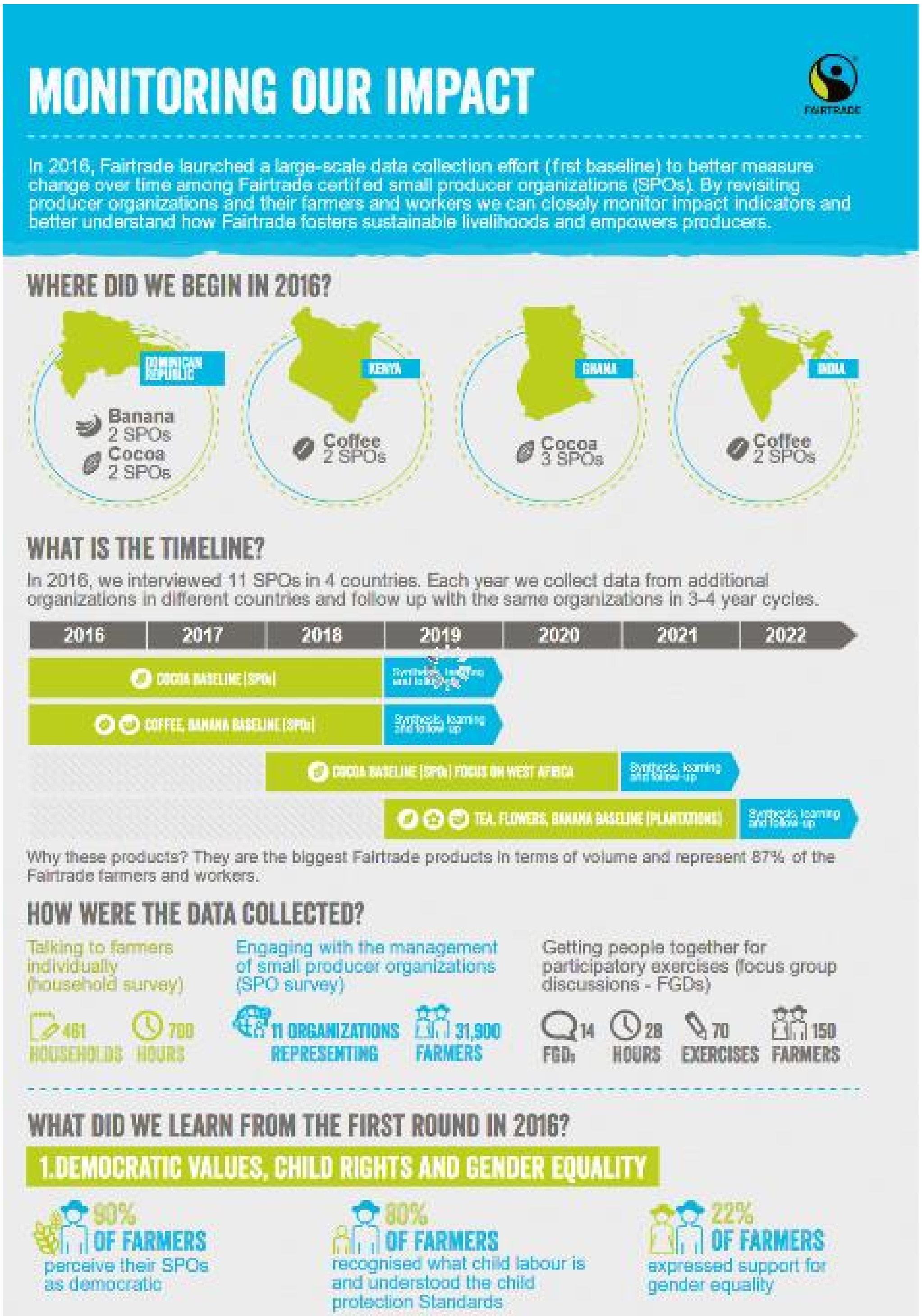
Age	Per cent
19-24	37.5
25-34	20.8
35-44	16.7
45-54	12.5
55-64	12.5
Total	**100**

Studies	Per cent
Secondary education	25.0
bachelor	41.7
master	20.8
PhD	8.3
Total	**95.8**

Occupation	
student	33.3
unemployed	12.5
1-39 hours/week	16.7
40+ hours/ week	37.5
Total	**100**

Income	
less than 499€	12.5
500-999€	4.2
1,000-1,499€	20.8
1,500-1,999€	20.8
2,000-2,499€	12.5
2,500-2,999€	12.5
3,000-4,999€	8.3
5,000€ or more	4.2
Total	**95.8**

Appendix T Fairtrade Infographic



Source: https://files.fairtrade.net/2018_Fairtrade_MonitoringOurImpact.pdf, accessed 05.10.2020

Appendix U Taxonomy of Articles

Authors	Document Title	Product	Research Design	Research Method	Sampling Method	Sample Size	Factors
Akaichi, Faical; de Grauw, Steven; Darmon, Paul; Revoredo-Giha, Cesar	Does Fair Trade Compete with Carbon Footprint and Organic Attributes in the Eyes of Consumers? Results from a Pilot Study in Scotland, The Netherlands and France	bananas	Conclusive: Causal Research	True Experimental Designs	Probability: simple random	100, 52, 95	Ethical labels (FT, organic, lower carbon) competing not in current market situation, but only when 1. Price of organic food is significantly lower, 2. price of FT bananas is higher than WTP, 3. Lower carbon bananas are offered lower than WTP
Antonetti, Paolo; Baines, Paul; Jain, Shailendra	The persuasiveness of guilt appeals over time: Pathways to delayed compliance	no product	Conclusive: Descriptive, Exploratory	Survey, True Experimental Designs	Non-probability: snowball	401	Increased transportation caused by guilt impacts positively on affective, cognitive, and behavioural levels, even if there is a temporal delay between message and act of compliance

Antonetti, Paolo; Maklan, Stan	Feelings that Make a Difference: How Guilt and Pride Convince Consumers of the Effectiveness of Sustainable Consumption Choices	coffee	Exploratory	True Experimental Designs	Non-probability: convenience	415	Guilt and Pride: after experiencing one of those feelings, consumers see themselves as the cause of an action. Consumers overcome neutralisation and have an increased sense of perceived consumer effectiveness
Balineau, Gaëlle; Dufeu, Ivan	Are Fair Trade goods credence goods? A new proposal, with French illustrations	no product	Theoretical: Other				Attitudes-behaviour gap due to uncertainty concerning FT effectiveness; effective communications of benefits of FT products
Ballet, Jérôme; Carimentrand, Aurélie	Fair Trade and the Depersonalization of Ethics	no product	Theoretical: Other				Depersonalisation of ethics. Sense of enterprise: consumers see themselves as part of the production process: expansive ethics of care, relational ethics overcoming geographical, psychological, or cultural differences. Reduce the distance between producer and consumer through political consumerism and new technologies

Beldad, A.; Hegner, S.	Determinants of Fair Trade Product Purchase Intention of Dutch Consumers According to the Extended Theory of Planned Behaviour: The Moderating Role of Gender	no product	Conclusive: Causal Research	Survey	Probability: stratified: proportionate	499	Attitude, subjective norm, and perceived behavioural control significantly influence consumers' FT product purchase intention (except for male consumers in which perceived behavioural control has no effect at all). However, the inclusion of moral obligation and self-identity rendered the impact of attitude and subjective norm (specifically, for female consumers) insignificant
Bondy, Tierney; Talwar, Vishal	Through Thick and Thin: How Fair Trade Consumers Have Reacted to the Global Economic Recession	food	Conclusive: Causal Research	Survey	Probability: simple random	306	Active Vs. Inactive FT Consumers: consumption patterns are different within a financial crisis. Inactive consumers will consume less, while active, except for the US Americans in the sample, will remain at the same levels.
Bosbach, Moritz; Wanda Maietta Ornella	The Implicit Price for Fair Trade Coffee: Does Social Capital Matter?	coffee	Conclusive: Causal Research	Secondary Data	IRI InfoScan data	67.695 obser-vations in 3 years	The regressors of the hedonic model are coffee attributes, per capita income and indicators of provincial social capital, plus their interactions with both the FT and organic/eco-label attributes. Twelve indicators of social capital are tested in this paper; plus their interactions with both the FT and organic/eco-label attributes. Presence of co-ops indirectly

							influences (only indicator of social capital) promotion of FT values.
Bratanova, Boyka Vauclair, Christin-Melanie Melanie Kervyn, Nicolas Schumann, Sandy Wood, Robert Klein, Olivier	Savouring morality. Moral satisfaction renders food of ethical origin subjectively tastier	apple juice, biscuits, chocolate	Conclusive: Causal Research	Survey, True Experimental Designs	Non-probability: convenience (2), Probability: simple random	112, 4161, 50	Ethical food ->moral satisfaction -> enhanced taste expectations and experience -> stronger intentions to buy/ willingness to pay

Chatzidakis, Andreas; Kastanakis, Minas; Stathopoulou, Anastasia	Socio-Cognitive Determinants of Consumers' Support for the Fair Trade Movement	no product	Conclusive: Descriptive	Survey	Probability: simple random	517	Attitude, subjective norms, and perceived behavioural control explain a substantial amount of the variance in intention to support FT; internal ethics the most important predictor of intention: suggest that TPB as a model of rational, choice behaviour is limited in its explanatory power, neutralisation and past behaviour are also significant.
Doran, Caroline Josephine	Fair trade consumption: In support of the out-group	no product	Conclusive: Descriptive	Survey	Probability: simple random	475, 809	Positive influence on FT consumption: universalism values: broadminded, wisdom, social justice, equality, world at peace, world of beauty, unity with nature, protecting the environment. Benevolence values: helpful, mature love, meaning in life. Negative correlation: benevolence: honest, forgiving, true friendship, spiritual life. Neutral: benevolence values: loyal, responsible.

Doran, Caroline Josephine; Natale, Samuel Michael	(Empatheia) and Caritas: The Role of Religion in Fair Trade Consumption	no product	Conclusive: Descriptive	Survey, True Experimental Designs	Probability: simple random	582	Buddhism positive influence, Catholicism negative influence, Protestantism negative influence, religious people not as inclined as non-religious to buy FT
Fennis, Bob M.; Adriaanse, Marieke A.; Stroebe, Wolfgang; Pol, Bert	Bridging the intention–behavior gap: Inducing implementation intentions through persuasive appeals	no product	Conclusive: Causal Research		Non-probability: convenience	217	Implementation intentions work, but their effectiveness depends largely on the presence of other situational cues and the extent to which behavioural responses are easily accessible from memory
Friedrichsen, Jana; Engelmann, Dirk	Who Cares About Social Image?	chocolate	Conclusive: Causal Research	True Experimental Designs		121, 144	Increased purchase of FT chocolate when facing an audience (in public) (social desirability bias) for those who chose conventional chocolate before the experiment. No effect for those who chose FT. intrinsic preferences and the concern for social approval are negatively correlated. negative correlation between intrinsic motivation and image concerns.

Gillani, Alvina; Kutaula, Smirti; Leonidou, Leonidas C; Christodoulides, Paul	The Impact of Proximity on Consumer Fair Trade Engagement and Purchasing Behavior. The Moderating Role of Empathic Concern and Hypocrisy		Conclusive: Causal Research	Survey	Probability: simple random	211, 112	High levels of physical, social, and psychological proximity lead to high consumer fair trade engagement. Moreover, consumer fair trade engagement has a positive impact on fair trade purchasing behavior. Furthermore, consumer empathic concern positively moderates the association between proximity and consumer fair trade engagement, while the opposite was true with regard to consumer hypocrisy.
Govind, Rahul; Singh, Jatinder Jit; Garg, Nitika; D'Silva, Shachi	Not Walking the Walk: How Dual Attitudes Influence Behavioral Outcomes in Ethical Consumption	chocolate, coca cola, coffee, ice cream, soft drinks	Conclusive: Descriptive	Survey, True Experimental Designs	Non-probability: convenience	50, 78	Differential impact of implicit and explicit attitudes on brand preference as well as choice; implicit attitudes guide choice irrespective of the nature of the information presented or the updating of the explicit attitudes; nature of information only affects explicit attitudes in the short but not in the long term; social desirability bias

Herédia-Colaço; Vera Coelho do Vale, Rita; Villas-Boas, Sofia B.	Does Fair Trade Breed Contempt? A Cross-Country Examination on the Moderating Role of Brand Familiarity and Consumer Expertise on Product Evaluation	chocolate, detergent, rice, tea, tissues	Conclusive: Causal Research	Survey, True Experimental Designs	Non-probability: convenience	103, 315, 508	Fair trade certifications enhance product valuations; Purchase decisions to buy Fairtrade products are dependent both on brand characteristics (brand familiarity) and individual cultural differences. Depending on the combination of these characteristics different underlying mechanisms take place; Cultural differences may account for some of the unexplained variation in choice behaviours observed across countries, especially in more (mature) individualistic markets (vs. collectivistic) consumers´ ethical behaviour seems to be greatly influences by consumers´ perceptions about the eligibility of brands using or not FT. This effect is strengthened by the significant mediating role of consumers´ ethicality perceptions on the relationship between FT and WTP

Kim, Claire Heeryung; Han, Eunjoo	Premiums Paid for What You Believe In. The Interactive Roles of Price Promotion and Cause Involvement on Consumer Response		Conclusive: Causal Research	True Experimental Designs	Non-probability: convenience	215, 194, 224	Price discounts dampen consumer response for individuals who are more involved in the cause of fairtrade, while in contrast, price discounts enhance consumer response for individuals who are less involved in the Fairtrade cause.
Kim, Gwang-Suk; Lee, Grace Y.; Park, Kiwan	A Cross-National Investigation on How Ethical Consumers Build Loyalty Toward Fair Trade Brands	coffee, toilet paper	Conclusive: Descriptive	Survey			Cross-national differences identified; Fairtrade brand loyalty: 3 determinants: FT corporate evaluation, ethical consumption values, FT product beliefs
Kimura, Atsushi; Mukawa, Naoki; Yamamoto, Mana; Masuda, Tomohiro; Yuasa, Masahide; ichi Goto, Sho; Oka, Takashi; Wada, Yuji	The influence of reputational concerns on purchase intention of fair-trade foods among young Japanese adults	chocolate	Conclusive: Causal Research	Survey, True Experimental Designs	Non-probability: convenience	106, 84	Fairtrade consumption not only influenced by intrinsic motives for ethical issues but also from extrinsic social factors such as reputation-enhancing opportunities; Participants in the observable condition had a higher intent to purchase FT as in the anonymous condition.

Konuk, Faruk Anıl	Consumers' willingness to buy and willingness to pay for fair trade food. The influence of consciousness for fair consumption, environmental concern, trust and innovativeness	Conclusive: Causal Research	Survey	Non-probability: convenience	478	Consciousness for Fairtrade Cconsumption, Environmental Concern, Trust in FT Label, Consumer Innovativeness are positively correlated to WTB and WTP for FT food.
Ladhari, Riadh; Tchetgna, Nina Michelè	The influence of personal values on Fair Trade consumption	Conclusive: Descriptive	Survey	Non-probability: convenience	268	FT advocates are predisposed towards equality and social justice values; FT consumers prone universalism; negative, significant effect of power and social status on FT consumption; no significant effect of self-directed values on FT consumption; positive, significant effect of equality and social justice values on FT consumption; Power and social status values are negatively related to FT consumption; Power is the least relevant of Schwarz´s values for FT consumption; The equality and social justice dimension (brotherhood, equal opportunity for all), unity with nature, social fairness and peace favours FT consumerism

Langen, Nina	Are ethical consumption and charitable giving substitutes or not? Insights into consumers' coffee choice	coffee	Conclusive: Causal Research	Depth Interviews, True Experimental Designs	Non-probability: convenience	484	For 27% of the 484 respondents, ethical consumption occurs at the expense of other forms of ethical behaviour such as charitable giving. Consumers who buy organic are more inclined to buy FT and vice versa and less inclined to participate in in CrM donations; socio-demographic characteristics, apart from age proved to be irrelevant; WTP for the attributes organic, FT and donations via CrM varies significantly among the group

Lappeman, James; Orpwood, Tessa; Russell, Meghan; Zeller, Tatiana; Jansson, Johan	Personal values and willingness to pay for fair trade coffee in Cape Town, South Africa	coffee	Conclusive: Descriptive	Survey	Non-probability: convenienc e	300	Participants were segmented based on their willingness to pay for fair trade labelled coffee in four segements. These were compared in terms of their fair trade knowledge and personal values. Conventionalism, rationalism, sincerity, and personal satisfaction did not differ significantly across segments. The segment 'Fair Trade Lovers', however, exhibited higher levels of humanitarianism than the segment 'Brand Likers', and were willing to pay a higher fair trade premium. While knowledge of fair trade did not differ significantly between segments, the total sample displayed above average fair trade knowledge and 63% were willing to pay a 10% premium.

Lee, Min Young; Jackson, Vanessa; Miller-Spillman, Kimberly A.; Ferrell, Erika	Female consumers' intention to be involved in fair-trade product consumption in the U.S.: The role of previous experience, product features, and perceived benefits	clothing	Conclusive: Descriptive	Survey	Non-probability: snowball	278	Consumers with no FT experience base their purchase decisions on traditional product features (style, new trends) as in this way they experience higher self-gratification, than the experienced ones; Style and New Trends are antecedents to Self-Gratification and PCE which influences the intention to participate in fair-trade product consumption regardless of previous experience. Fashionable product: inexperienced FT consumer receives higher gratification than experienced FT consumer. New Trends seem to influence the importance of Self-Gratification for both experienced and inexperienced group; PCE (perceived consumer effectiveness) is important for experienced FT ; The influence of Style on Self-Gratification was important for both experienced and inexperienced Fairtrade consumers; PCE had a positive impact on intention; PCE has a positive influence on the experienced group, but not on the inexperienced; Self-gratification influences non-experienced FT consumers, but not the experienced ones; self-gratification positively

							influences intention. this relationship is stronger for inexperienced FT consumers than for experienced
Lindenmeier, J.; Lwin, M.; Andersch, H.; Phau, I.; Seemann, A.-K.	Anticipated Consumer Guilt: An Investigation into its Antecedents and Consequences for Fair-Trade Consumption	clothing	Conclusive: Descriptive	Survey	N/A	430	Anticipated consumer guilt mediates the effects of its antecedents on FT buying intention; FT consumers score higher in the social factor; Anticipated consumer guilt is composed of two components: negative affect and self-directed ethical judgment; self-efficacy as an antecedent of guilt and buying intentions
Lingnau, Volker; Fuchs, Florian; Beham, Florian	The impact of sustainability in coffee production on consumers' willingness to pay–new evidence from the field of ethical consumption	coffee	Conclusive: Causal Research	Survey/ True Experimental Designs	Non-probability: convenience	760	Applying a vignette study, we find that sustainability measures do not necessarily have to pay off, while conversely, bad conduct, especially in the social dimension, is clearly punished. In addition, we can show that bad behavior is stronger punished than good behavior rewarded. Finally, our results reveal that certification does not significantly increase the average consumer's willingness to pay.

Long, Michael a.; Murray, Douglas L.	Ethical Consumption, Values Convergence/Divergence and Community Development	food	Conclusive: Descriptive	Focus Groups Interviews, Survey	Probability: simple random	23, 469	Two distinct group of food consumers in Colorado: one group converges local and organic & FT and one that consumes local food but disregards organic and fair trade
Longo, Cristina; Shankar, Avi; Nuttall, Peter	"It's Not Easy Living a Sustainable Lifestyle"How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis		Exploratory	Depth Interviews	Non-probability: judgemental	18	More knowledge represents a source of dilemma, tension and paralysis. dark side to people's knowledge, leading to a 'self-inflicted sustainable consumption paradox' in their attempts to lead a sustainable consumption lifestyle.
O'Connor, Erin L.; Sims, Lauren; White, Katherine M.	Ethical food choices: Examining people's Fair Trade purchasing decisions	no product	Conclusive: Descriptive, Exploratory	Focus Groups Interviews, Survey	Non-probability: convenience	11, 178	Intentions predict self-reported purchases; TPB standard constructs except for subjective norm, as well as moral norm and self-identity predict intentions

Ota, Masaya; Sakata, Yusuke; Iijima, Takao	Fair trade information eliminates the positive brand effect product choice behavior in Japan	chocolate	Conclusive: Causal Research	True Experimental Designs	N/A	34, 553	Fair Trade information is effective on Japanese WTP. Japanese consumers cannot process multiple Fair Trade information. They prefer a single message about maintaining forest ecosystems or eliminating poverty, as opposed to a combined message. Japanese consumers are skeptical toward Fair Trade information promoted by companies and universities that have brand power. Fair Trade information such as maintaining forest ecosystems and eliminating poverty are effective tools in ethical marketing for Japanese consumers, but ethical market- ing and brand image had a small synergistic effect on WTP.
Peyer, Mathias; Balderjahn, Ingo; Seegebarth, Barbara; Klemm, Alexandra	The role of sustainability in profiling voluntary simplifiers		Conclusive: Descriptive	Survey	Non-probability: quota, Probability: stratified	1458	Voluntary simplifiers do not exhibit a higher consumption than other clusters

Rees, William; Tremma, Ourania; Manning, Louise	Sustainability cues on packaging. The influence of recognition on purchasing behavior		Exploratory	Survey	Non-probability: convenience	254	The conversion of sustainability cue recognition (24%-97% of respondents depending on the cue) to actual Insinuated Purchase Behaviour was shown in this study to be cue specific and low at 10% or less, except for the Fairtrade Logo (22%). Weak translation of recognition of sustainability cues through to intended sustainable purchasing behavior.
Rousseau, Sandra	The role of organic and fair trade labels when choosing chocolate	chocolate	Conclusive: Causal Research, Conclusive: Descriptive	Survey, True Experimental Designs	Non-probability: convenience, Non-probability: snowball	601	Fair trade label has a higher recognisability than other sustainability labels; FT more likely to influence purchase as other sustainability labels; Labelled chocolate is not always related to desirable characteristics in consumers´ minds; labels are not well-known by consumers in Flanders; Only half of the sample considered FT and organic labels´ claims as credible; Some respondents confuse FT and organic

Sama, Celia Crespo-Cebada, Eva Díaz-Caro, Carlos Escribano, Miguel Mesías, Francisco J.	Consumer Preferences for Foodstuffs Produced in a Socio-environmentally Responsible Manner: A Threat to Fair Trade Producers?	honey	Conclusive: Descriptive	Survey	Probability: stratified: proportionate	461	Attributes such as origin (local/regional) as well as socio-environmentally responsible production (SERP) and FT lead to higher utilities than conventional products

Samoggia, Antonella; Riedel, Bettina 2018	Coffee consumption and purchasing behavior review: Insights for further research	coffee	Theoretical: Systematic literature review		FT coffee is too expensive for consumers who nonetheless feel a moral obligation to buy it; After price, taste is the second most important barrier for FT coffee; availability; product access; conflicting results about demographics; ethical purchasing gap: FT consumers do not have a consistent behaviour; Non-purchasers of fair trade coffee have an opportunistic behaviour based on prices; Only 10% of Belgian consumers are willing to pay more than 10% price premium for FT coffee; positive attitude towards FT leads to increased FT purchase frequence; Product Access; Availability; Sales of fair trade coffee increased significantly during a price promotion. Additional information and appeal to moral concerns had no effect; subjective financial situation plays a role in FT coffee consumption; The segment of loyal FT consumers is less responsive to higher FT coffee prices

Schenk, P	A Matter of Principle Comparing Norm-Based Explanations for Fair Trade Consumption		Conclusive: Causal Research	Survey	Probability: simple random	2400	Value-Identity-Personal norm and Value-Belief-Norm both represent valuable theories specifying complementary mechanisms for explaining fair trade consumption, whereas there is no evidence for the Norm-Activation-Model as an explanation of fair trade consumption.
Schuldt, Jonathon P.; Muller, Dominique; Schwarz, Norbert	The "Fair Trade" Effect: Health Halos From Social Ethics Claims	chocolate	Conclusive: Causal Research, Conclusive: Descriptive	Survey, True Experimental Designs	Non-probability: convenience, Probability: simple random	192, 56	For people with strong ethical values, the company´s ethical treatment of its workers can lead to a perception of lower calories, even if no explicit fair trade advertising is done; social ethics (FT) claim can evoke a health halo
Tang, Shi; Arciniegas, Catalina; Yu, Feng; Han, Ji; Chen, Shuquan; Shi, Jinfang	Taste moral, taste good: The effects of Fairtrade logo and second language on product taste evaluation	tea	Conclusive: Causal Research	True Experimental Designs	Non-probability: convenience	74	Fairtrade logo in second language (English) can increase subjective taste experience for green tea; higher motivation and involvement can be a result of top-down attention which may explain the higher visual attention; Mere appearance of FT logo without improved physical characteristics of green tea can significantly influence consumers´ reported taste

Van Loo, Ellen J.; Caputo, Vincenzina; Nayga, Rodolfo M.; Seo, Han-Seok Seok; Zhang, Baoyue; Verbeke, Wim	Sustainability labels on coffee: Consumer preferences, willingness-to-pay and visual attention to attributes		Conclusive: Causal Research, Conclusive: Descriptive	Survey, True Experimental Designs	Probability: stratified: disproportionate	81	Spending more time and fixating more on sustainability attributes relate to a higher preference for these attributes and WTP when making food choices
Yoganathan, Vignesh; Osburg, Victoria-Sophie; Akhtar, Pervaiz	Sensory stimulation for sensible consumption. Multisensory marketing for e-tailing of ethical brands	chocolate	Conclusive: Causal Research	True Experimental Designs	Non-probability: convenience	308	Altruism may play a role when evaluating fair trade products; citizenship moderates the WTP for FT and carbon footprint products, voluntarism moderates the WTP for Fair trade Chocolate; Higher WTP for FT chocolate as for RF or carbon footprint may be related to the expressed concern of participants for working conditions and human rights; voluntarism moderates the WTP for Fair Trade chocolate.

Young, Michael E.; McCoy, Anthony W	Willingness-to-pay for sustainability-labelled chocolate: An experimental auction approach	chocolate	Conclusive: Causal Research	True Experimental Designs	Non-probability: convenience	80	Altruism may play a role when evaluating fair trade products; citizenship moderates the WTP for FT and carbon footprint products, voluntarism moderates the WTP for Fair trade Chocolate; Higher WTP for FT chocolate as for Rainforest or carbon footprint may be related to the expressed concern of participants for working conditions and human rights; voluntarism moderates the WTP for Fair Trade chocolate
Zerbini, Cristina; Vergura, Donata Tania; Latusi, Sabrina	A new model to predict consumers' willingness to buy fair-trade products	chocolate	Conclusive: Causal Research	Survey	-	215	Positive effect of attitude towards the product, personal norms and empathy on purchase intention. Personal norms were, in turn, influenced by awareness of consequences of fair practices and emotional empathy and positively impacted on attitude towards the product